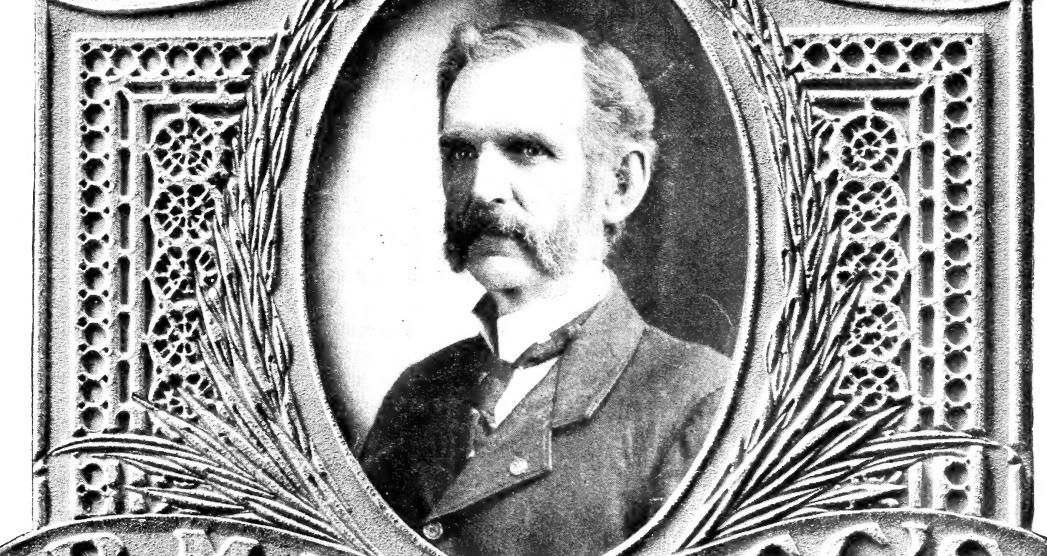


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THE NEW HORTICULTURE



R·M·KELLOGG'S

GREAT CROPS
OF STRAWBERRIES
AND HOW TO GROW THEM.

R·M·KELLOGG CO.
Three Rivers ... Mich.

1901

PEDIGREE--The pedigree of a plant must be known in scientific propagation, because it requires several years to breed up and develop it, and the line of ancestry must not be broken by propagating from any weak plant.

THOROUGHBRED PLANTS--A thoroughbred plant is one possessing the best characteristics of its variety, the result of being grown continuously under the most favorable environment and the fixation of good qualities by annually selecting the desirable variations, discarding weaklings and restricting to prevent pollen and seed exhaustion; thus preserving a perfect balance between vegetative parts and fruit-producing organism.

THE PEDIGREE OF THESE PLANTS--

The pedigree of each plant offered in this catalog, unless otherwise stated in the description, shows the ancestry in lineal ascent to have been thoroughbred, as above stated, and they are believed to be perfect in their physical and fruiting organisms in all respects.

COMMON PLANTS--Plants, as commonly grown under ordinary conditions, without any systematic selection of bud variation, and for the want of proper restriction, are more or less pollen-exhausted and therefore have a strong tendency to make runners rather than strong fruit buds. They do not give uniformity of quality to fruit under any system of tillage that may be followed.

THE CAUSE AND THE EFFECT--We have pointed out the cause of unfruitfulness in plants and have given the effectual remedy as proved by repeated definite experiments, which may be summed up as follows: The most congenial environment to induce better variations, continuously selecting those making the greatest improvements, and keeping them under restricted fruitage to develop their fruit-producing organism. These methods have met the warmest approval of the highest horticultural experts in the country, and especially that of the International Conference of Plant Breeders. We have been the pioneers in this work, and have the only establishment in the country having the perfect conditions required for this order of plant breeding.

STOCK FOR PROPAGATION--We make a specialty of furnishing fruit growers with Thoroughbred Plants for their propagating beds, from which they may grow perfect plants, which will respond to high culture with large berries and plenty of them, as well as for general planting.

THE DEMAND--Heretofore the demand has been beyond our ability to supply. Wherever these plants have been seen in fruiting under good cultivation they have created a sensation, and in order to meet the demand we long ago discontinued the propagation of all other nursery stock and in 1906 had a larger acreage of the best developed plants we have ever grown; but the demand also is rapidly increasing and the indications are that there will be a greater call for them in 1907 than in any previous year. Orders are filed in rotation of receipt and it is to your interest to have your order booked as early as possible, which will insure your getting the varieties selected. Our customers always are the leaders on the markets.

THE PHOTOGRAPHS--Typical specimens of each variety were photographed in the season of 1906 and engraved to show the size and form of the berries of different varieties, but the camera cannot do them justice, as the beautiful color, delicious flavor and firm texture cannot be put into the picture. The remarkable uniformity of berries of different varieties arises out of continued selection of those approaching most nearly to the ideal type. It is the result of skillful breeding for more than twenty years.

THIS BOOK IS FREE--Copies of this book will be sent free to any four of your friends, with your name and compliments written on each book, so they will know that you sent it. Send in their names. They must be persons interested in berry growing.

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KELLOGG OFFICE FORCE AND MAIN ENTRANCE TO OFFICE

THE Twenty-Second Anniversary of the establishment of the Kellogg Strawberry Plant Farms affords an occasion for a brief review of the history and development to its present proportions of this unique and extraordinarily successful institution. After twelve years of study, observation and experience on a smaller but somewhat similar farm at

**The Founding
of the
Kellogg Farms**

Ionia, in this state, Russell M. Kellogg, the founder of these farms, determined to seek a field of larger endeavor and set out to find a location which combined what he deemed the necessary requisites, namely, ample land for expansion, composed of a soil adapted to the work; ample water supply for irrigating purposes, should irrigation be required in an extended drought, and ample shipping facilities. All these he found in the farm he bought at Three Rivers in the spring of 1896, and here he came in that year and began the work destined to make famous the Kellogg strain of Thoroughbred strawberry plants.

THE work Mr. Kellogg had done at Ionia won for him more than local fame and a patronage of fair proportions, but he began business here on a small scale—feeling his way to larger triumphs, as it were. His purchase consisted of an old homestead with a stately mansion and something a little under one hundred

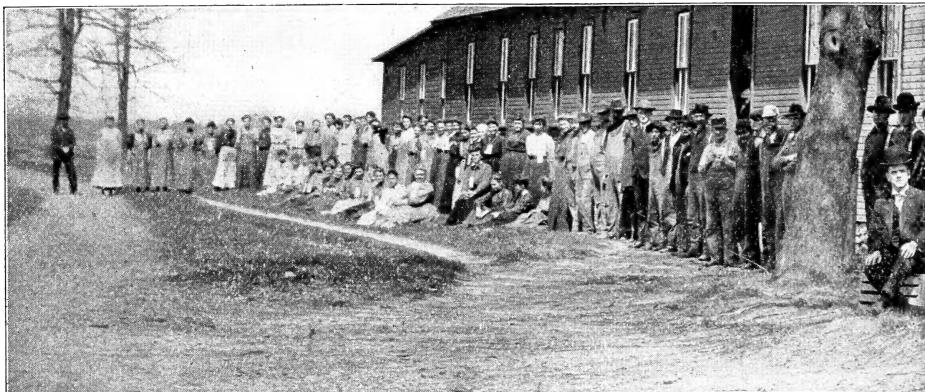
acres of land, lying on the banks of the Portage river, one of the three streams that give to this city its suggestive name. A portion of the farm was broken up and prepared for plant setting, and in 1897 the first crop of plants was grown. Then the business steadily grew, until the entire original hundred acres was given over to the growing of plants. That is, approximately fifty acres of plants were grown each year, two fields alternating between cow peas, or some other legume, and strawberry plants; it being the rule of the farm never to grow two crops of plants in succession on the same ground.

**Genesis of
the
Present Farm**

BUT greater things were in store. The faithful, intelligent work of years had not only built up a permanent patronage, but the fame of "Kellogg's Thoroughbred Pedigree Plants" annually brought an army of new customers, while old patrons increased their orders each year, and in 1903 an addition to the farm of sixty-one acres was made, and the area given over to plants each year relatively extended. Still the business continued to expand. One year \$13,000 in cash was returned to customers because the demand for these famous plants was larger than the supply and their orders could not be filled.

**Rapid Growth
of the
Business**

R M KELLOGG'S GREAT CROPS OF



THE PACKING HOUSE ON THE KELLOGG FARMS—

The following year, notwithstanding the increased number of plants grown, the sum returned reached \$10,000; altogether, it may be remarked in passing, the amount thus returned during the last six years foots up quite \$50,000. In 1905 sixty-five acres more were added, making the total area 225 acres, the largest farm in the world by many times devoted exclusively to the production of strawberry plants.

SOME of the facts and figures relating to the farm and its operations may suggest its magnitude and the place it occupies in the business world. Notwithstanding the fact that Three Rivers is an important industrial city, one manufacturing enterprise alone employing

**Magnitude
of
Operations** 800 people, the mail of the Kellogg Company represents 40 per cent of all that

is handled by the postoffice

in this city. Last year the amount paid for postage stamps was in excess of \$8,000. It required 47,500 pounds of paper to put out the 1906 issue of "Great Crops of Strawberries," and this book (1907) will be issued to the number of 25,000 copies more—a total of 175,000 copies, so great has become the demand for this annual publication. The company's mail receipts during the months of January, February, March and April frequently numbered more than 1,000 pieces daily, and on Monday, April 9, 1906, the record of the farm was broken by the receipt of 424 cash orders for plants—probably the greatest number ever received in one day by any nursery in the country. Our out-going mail for a year weighs in excess of 100 tons.

ORDERs were received from every state and territory in the Union, from every province in Canada, from Australasia, Hawaii, Cuba,

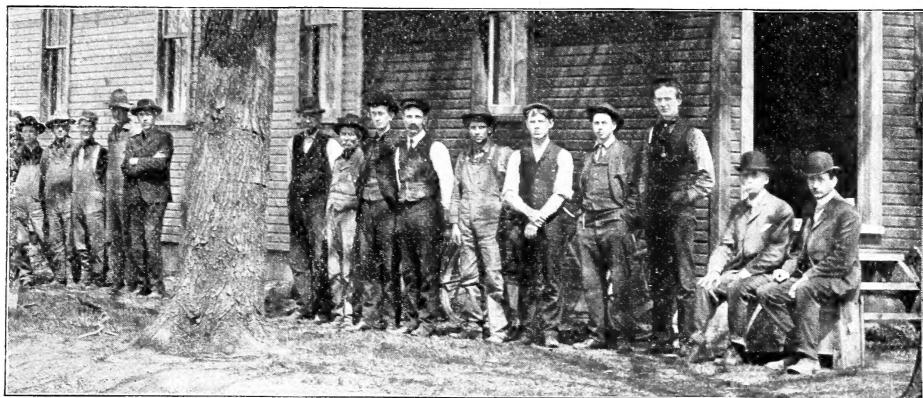
Bermuda, and from many European countries. The number of customers in 1906 exceeded sixteen thousand. All of these orders had to be filled within eight weeks of time

**Sixteen
Thousand
Customers**

owing to the extreme variations of the weather—from cold to hot, from torrential rains to extended periods of drought. What such a tremendous business means, when crowded into so brief a space of time, it would be difficult to imagine; one must have the actual experience to comprehend it. Of such volume is the express business that the two express companies having offices in Three Rivers—the American and United States—establish each season branch offices in the immense Kellogg Company packing-house, and each company employs two clerks in handling the daily shipments, and many days entire carloads go by express from the farm. One of the illustrations herewith shows two of the United States Express Co.'s wagons loaded with Kellogg thoroughbred plants on the way to the express cars. The prospects for increased business in 1907 are greater than ever before. As early as June 10, 1906, orders were being filed for 1907 plants.

THE foundation for the Kellogg success was an idea—the idea that the strawberry is susceptible to improvement through breeding and selection. Through infinite care and protracted observation and study this idea was worked out to practical realization. The story is a long one—too long for this place; but in a word we may say that the work done on this farm has proved conclusively that there is a distinct correspondence between plant life and animal life, and that characteristics of the plant may be inten-

**The
Underlying
Principle**



—AND ITS FORCE OF COUNTERS AND PACKERS

fied or discouraged, according to the will of the breeder, as may be done in the case of animals. Burbank, in myriad ways, Hopkins, Reilly, Reid and the Funks with corn, Morrill with peaches—all have demonstrated this fact. The Kellogg Company proved to a skeptical world that these same fundamental laws operate as perfectly in the case of the strawberry; and thus we have the Kellogg Thoroughbred plants.

BUT breeding is only one element of success in either plant or animal life. Left to themselves the highest bred races of animals or plants would retrograde to primal states. The same intelligent and fostering care that brought them up must continue to be exercised to hold

The Growing of the Plants them there. This brings us to the actual work upon the Kellogg farm, which perhaps more than anything

else, suggests the reasons for its great and growing success. Starting with the best plants grown in the world, this great farm so treats them as to secure the greatest possible results. Let us start with the soil preparation, which begins directly after the crop of strawberry plants is dug and shipped—indeed, the work of preparation begins as fast as the land is cleared of plants. First is the plowing, then the harrowing, then the disking, mixing and rolling. As the land comes under the influence of this preparatory work and is at last as smooth as a floor, cow peas or field peas, or some other leguminous crop—though usually the cow pea—are drilled into the area that is to grow the crop of plants for the succeeding spring's shipment.

AS soon as the legume is above the ground the weeder is brought into service, and the fields kept as clean as only the weeder may keep

them, and after a few weeks of rain and sun the legume will have so developed that it may no longer be cultivated, and will itself be so strong as to discourage the weeds.

Filling the Soil with Plant Food

In October at the very latest this great crop of legumes is gone over with the roller and crushed; then it is disked, and the great mass of nitrogenous fertility is mixed into the soil. This will fill the soil with humus and increase its store of nitrogen. Then the land is covered with barnyard manure. Last year there were fifty-seven carloads put upon the fields where were grown the plants with which we shall furnish our customers this (1907) spring, and of this number forty-seven carloads were brought by rail from the Chicago stockyards. This great mass of plant food was plowed under in the spring and thoroughly incorporated with the soil. Then it was rolled as smooth as a floor and the "setting gang" put to work setting out the mother plants carefully selected from the breeding beds for their superior qualities. Better conditions under which to raise plants it would be difficult to conceive.

THEN comes the work of cultivation. Well-bred plants are essential; ample plant food is essential. But constant care and cultivation are required to develop the Kellogg Thoroughbreds to their fullest powers, and the work to this end never ceases, except for the momentary rests that weather conditions

impose, from the time the plants are set in the spring until they are mulched and put away for their winter's sleep. From twenty to thirty men are employed and several teams. Over the fields the cultivators make their endless round, followed by the hoeing gang. From

Cultural Methods Employed



ONE HUNDRED AND SIXTY-FIVE MEN, COMPOSING THE FIELD WORKERS--

twenty-five to thirty times each season the cultivators go over the fields, and fifteen or sixteen times do the men with the hoes go up and down the mile-long rows of plants. Thus is kept the dust mulch that conserves the moisture in the soil; thus is kept down the weeds that otherwise might take possession of the land, and thus is brought to the hungry and growing plants a constant supply of food that builds up a perfectly balanced fruit-producing organism. Not for one moment are the plants permitted a check in their development.

FOUR things are taboo on this farm—*insect pests, fungous diseases, surface-crust and weeds.* We have shown how the two latter are kept at bay by the cultivator and the hoe. Bordeaux mixture and arsenates keep down the two former, though “eternal vigilance is the

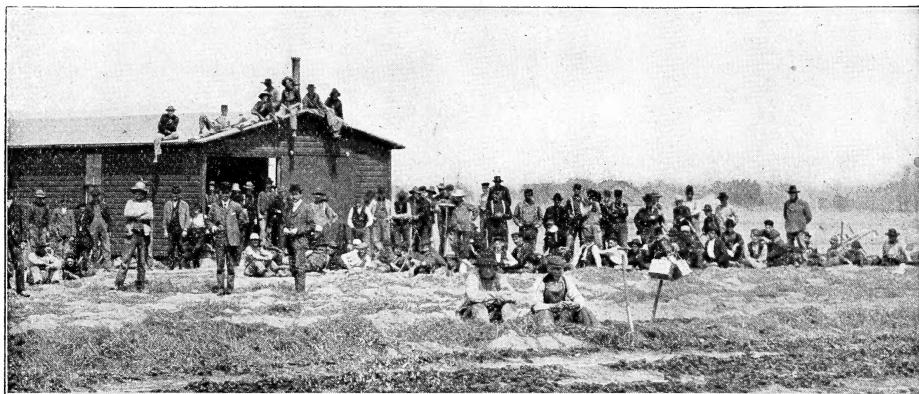
Dealing with Plant Enemies price” of freedom from these troublesome foes to plant life. From eight to ten times a season the sprayer goes over the fields, carefully covering every leaf and stem with the poisonous compounds that mean death to fungi and the animated creatures that feed upon the strawberry plant. Prevention rather than cure is the rule here. Before blight or rust or mildew exhibit themselves the sprayer is at work, and Bordeaux mixture is literally showered upon the plants in the determination that these diseases never shall be allowed a foothold, and before a leaf-roller may show his head Paris green has taken possession of the leaf and “welcomes him with open arms to a hospitable grave.” Never has a crown borer or crown miner been seen upon this farm, and even the slow-moving grub, that creates such havoc in some quarters, never

has put in his appearance. Three large power sprayers are employed to do this work.

THE digging and grading, the packing and shipping of these plants are among the important features of the work of this institution, and form an interesting theme of themselves. At shipping time the force upon the farm averages three hundred persons a day. In the fields about 175 are at work; in the packing house counters, packers, inspectors, foremen—these total 125 some days, and in the office a force of from twenty to thirty as the requirements of the business demand. Fifty tons of sphagnum moss are used in the packing of the plants; seven great bales of raffia are brought from Madagascar with which to tie up the bundles of plants, and 800,000 wooden labels are required to designate varieties in the bunches as they are put up. The packing house is 42×168 feet, and is doubtless the most complete as well as the largest nursery packing house in the world. In this house the plants are carefully sorted, counted, tied and packed for shipment, and turned over to the various transportation lines. These facts and figures suggest the magnitude of the operations of this farm. They also indicate why it is that the Kellogg strains of plants are the favorites all the world over, and why their fame extends with the passing years.

Digging and Packing the Plants

NOT only is the Kellogg farm the center of strawberry interest as it relates to the production of plants and the practical side of strawberry culture, but it is the seat of strawberry authority and the source of its best literature. A striking instance of the dependence placed



HERE ARE THE DIGGERS AND THOSE WHO ARE SETTING FOR A NEW CROP

upon the management of this farm was shown in the fall of 1905 when the important strawberry center, Durant, Mississippi, was overrun with a pest that was ravaging and destroying entire fields, and no one

**The Seat
of
Authority** could discover the nature of the enemy or what must be done to remedy matters.

President Frank E. Beatty of the Kellogg Company was asked to come down and investigate, and the railway company added its request to the invitation. An hour after his arrival he had discovered the pest, described its nature to the people and pointed out the remedy. The calls for addresses before horticultural societies and in agricultural colleges are too numerous to be filled. Our catalogue is used as a text book in many agricultural colleges, and The Strawberry magazine, edited upon this farm, is the recognized periodical authority on everything pertaining to strawberry production.

THE genesis of this farm, as we have said, was in the idea that the strawberry plant is amenable to the laws of breeding that apply to animal life and to other forms of plant life. That being true, the first thought of its management concerns the building up of the most

**Breeding
Thoroughbred
Plants** powerful and productive plant that nature and the skill of man, working in partnership, may produce.

It will be of interest, then, to follow briefly the methods employed upon these farms in developing the Kellogg Thoroughbred Pedigree Plants. Take, for instance, two varieties which radically differ one from the other in their physical structure and in their tendencies to produce fruit and foliage, and it is an interesting study to see how

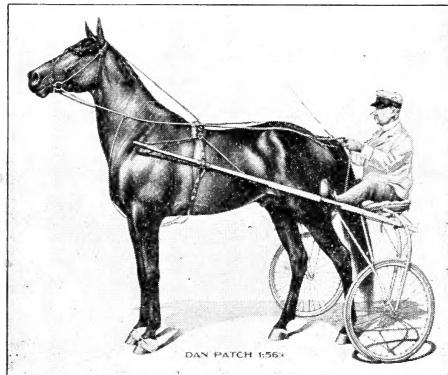
the objectionable in each has been restrained and the desirable points of each cultivated, strengthened and made more and more a part of their very nature.

ONE of these varieties at the outset was deficient in foliage, while the other grew an abundant, not to say luxuriant, foliage, but was weak in its fruit-producing organism. Both possessed too many strong characteristics to be discarded, and it became the task of the experts to even things up and make of both splendid producers.

**Changing the
Nature
of Plants** A careful selection of plants of the variety deficient in foliage was made, only those being chosen out of breeding bed No. 1 for mother plants that indicated a disposition to employ a fair share of their energies in the production of foliage. Those selected were staked and numbered and a close watch kept upon their performance throughout the entire growing season. The following spring twelve choice plants were taken from each of the staked hills and set in breeding bed No. 2, giving to each the same number as that borne by its mother plant, leaving the latter and three of her progeny in bed No. 1 from which to make the fruiting tests.

HERE, then, are tested both elements in this particular variety, and the plants showing the greatest gain in foliage-production are the ones selected for future propagation. In the case of the variety in which foliage was superabundant the same course is pursued, the object being, not increased foliage, but increased yield in berries. Thus is carried forward, with infinite patience and care, experiments and tests looking to the breeding up of varieties into

R·M·KELLOGG'S GREAT CROPS OF



Result of Selection—The World's Champion Pacing Horse

greater strength to withstand attacks from fungi, better to resist drought, and, in general, to breed strong, vigorous, healthy plants, that will thrive and produce big crops of berries under the desired results most adverse con-

Securing Desired Results
ditions of soil, climate and weather, and despite insect pests and fungous growths. This work is now being carried forward with sixty-five varieties, and the experience of years is being utilized in the constant improvement of varieties through the methods of selection and restriction.

WHEN the strawberry grower has such plants as these as the foundation for his enterprise, he starts out with the assurance that success is to be his. There are other things to be done to make success complete: there are cultural methods to be followed, soil conditions to be

Plants That Insure Success
considered, picking, packing and marketing are to be done in the right way and at the right time. But

if he start out with indifferent plants, plants that lack the power to develop big crops of luscious strawberries, there can be no real success, no matter how carefully the plants are cultivated, or how perfectly the rest of the details are worked out. You can't make a good milker out of a scrawny, under-sized cow with a small

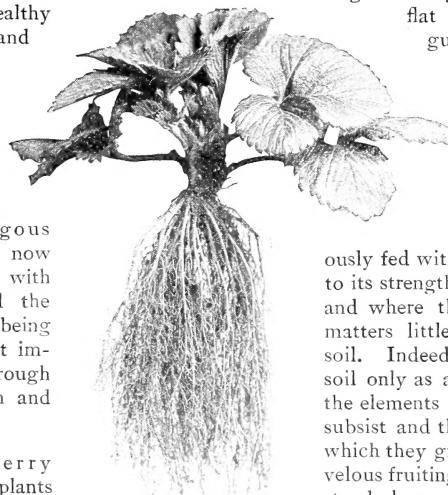
"barrel" and a poor milk-producing organism, or a racer out of a "scrub" horse. The power doesn't inhere in the animals themselves. No more can you get good results from a poor strawberry plant. It takes a well-bred and carefully built-up plant to do the work which the modern strawberry grower demands, and there are none in the world more noted for yield and quality than the Kellogg Thoroughbreds.

BUT having perfectly developed plants the grower is encouraged to put forth his very best efforts, and no detail should be omitted that will aid the plants to do themselves and the grower proud. And first of all must be considered the soil in which the plants are to be set and the big crops of rich red fruit grown. The strawberry is an accommodating plant, and it is hard to discourage it. It grows in sandy wastes, on

Essential Soil Conditions

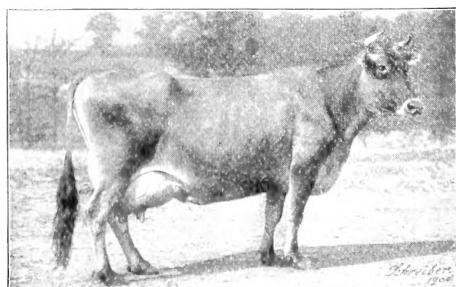
flat prairie land composed of gumbo, and out from the Alpine rocks and from under the Alpine snows it peeps its head as soon as the first promise of spring is visible. But it thrives and flourishes and bears abundantly only when it is gener-

ously fed with the elements so necessary to its strength and productive powers, and where these elements abound it matters little what the nature of the soil. Indeed, if we will consider the soil only as a dish in which are placed the elements upon which these plants subsist and through the assimilation of which they grow and develop their marvelous fruiting powers, we shall understand how simple it is to provide an environment for the strawberry that shall encourage it to do its best. One



A Result of Selection—World's Champion Strawberry Plant—A Kellogg Thoroughbred

Result of Selection—World's Prize Dairy Cow





THE BREEDING BED ON THE KELLOGG FARMS

of the finest acres of strawberries we know belongs to a neighbor who grows Kellogg Thoroughbreds on land that runs all the way from a waxy black soil to almost pure sand, between which is every grade of heavy clay and gravel land, yet no sign of difference in the plants or in the yield of fruit was manifest. The grower simply had filled the dish (soil) full of plant food, and the Thoroughbred plants made the most of the feast! In a word, and it is an encouraging word, the ideal soil conditions for successful strawberry culture may be had almost anywhere in almost any well-drained land by preparing it as has been described in the earlier pages of this book.

MANURE to the strawberry grower is one of his most valuable assets. Every dollar spent in fertility will come back to him, ten, twenty, and sometimes an hundred fold. Therefore, the importance of giving to this feature of his work his best thought and care. Haul out

**Manuring
the
Ground**

upon the field sufficient manure for a light dressing. There is such a thing as getting too much manure on the strawberry patch, and this must be guarded against. As to quantity, the best rule to observe is that the ground, every inch of it, be covered with a thin coat of rich manure. A manure spreader covers the ground in fine fashion. All the manure used on the Kellogg

Farms goes through a four-horse machine. But all growers have not sufficiently large fields to employ a spreader. Spreading by hand takes time, but it is time well and profitably spent.

AFTER the manure is spread the next step is the breaking up of the ground. In doing this be very careful that the ground is broken to an even depth throughout. Crop results depend greatly upon the breaking of the soil, because a piece of ground unevenly broken cannot be brought into ideal condition. In breaking up a field, no matter where you start to plow, it is impossible to avoid what is known as a "back furrow." But you may avoid leaving unbroken soil under this back furrow by throwing the first furrow back into its original place. While this may leave a slight ridge, yet every particle of hard soil has been broken up, and this soil may be worked into as mellow a state as any other part of the field. The depth to which one should plow depends upon the nature and formation of the soil. In very deep soil one may plow to a depth of eight inches, while in shallow soils the depth should not exceed from four to six inches.

**Breaking
Up the
Soil**

SOILS vary greatly, even within limited areas, but speaking broadly and for the purposes here considered, they may be divided into soils of a sandy nature, those in which clay predominates,



MULCHING THE BREEDING BED ON THE KELLOGG FARMS

and what is called "black soil." So far as the preparation in the way of supplying plant food

**Preparing
the Soil
for Strawberries**

is concerned, the methods herein given will do for any of these, but in the handling of these soils from the viewpoint of their mechanical conditions quite different methods must be employed. In the case of soils in which the sandy quality predominates, and where the particles are coarse, the surface should be rolled and thoroughly compacted, so that the plants may rest in a firm and close-fitting garment of earth. Roots of plants must have air and nothing must be permitted to interfere with their respiratory processes; on the other hand they must not be given too much air, and a loose, coarse soil will permit this if not properly firmed. Then, nature looks after the needs of the plants as to air by drawing the water in the soil close against the soil grains and by adhesion holding it there to dissolve the food grains in the soil so that the little cells in the roots of the plants may take them in and thus be nourished. This water serves to preserve air passages as well, and thus the plants are assured a constant circulation of air. What is said here applies equally to any loose soil.

CLAY soil, on the other hand, calls for just the reverse treatment. It is the nature of clay to compact itself, even to the point of excluding the air, and therefore the work done must be with a view to preserving a circulation of air at all times. Thus we see the necessity

**Proper Treatment
for
Clay Soils**

of constant stirring of clay soils while plants are growing in order that the processes of decay of the plant-food materials in the soil be normally maintained. Cultivation, therefore, should be deeper in clay than in sandy soils—say four inches deep. However, in doing this be careful to see that the cultivator teeth do not cut the roots of the

plants. The way to avoid this is to have the two teeth next the plant one and a half inches shorter than those working in the center of the rows. Your blacksmith may shorten the teeth as required. Where the soil is heavy it should be gone over with a five-tooth cultivator as frequently as every two weeks. This will stir the center between the rows deeply, and the result will immediately be observable. Remember this, the nature of the soil has not so much to do with success with strawberries; success depends upon the grower's proper handling of the particular soil with which he has to deal. Clay soil, then, should not be rolled as firmly as in the case of sand soils; its surface should be left somewhat rough, which will keep the soil grains from running together when it rains. And never work it either before or after plants are set until it is in condition to crumble and form a soft, grainy surface.

THREE is no other single implement on the farm that serves a better purpose than the roller. But there is a right way and a wrong way in which it may be used. The right way is to first consider duly the grade of soil you are working in. If it is a loose, sandy or black loamy soil, it will be safe to roll very firmly. Firming is for two purposes: First, it presses the soil grains together, preventing an over-supply of air coming into contact with the bacterial germs. This would cause them to work up the plant food too rapidly, resulting in a waste of humus and plant food. Secondly, firming the soil aids it to retain the moisture that has been stored up in the subsoil by winter rains and snows. Clay and heavy black soils require less firming, and we would suggest that the roller should go over this grade of soil only enough to break the clods. The wrong way is to roll the soil when it is the least bit wet. The way to tell when

**Rolling
the
Ground**

STRAWBERRIES AND HOW TO GROW THEM



PLANT-SETTING BRIGADE ON THE KELLOGG FARMS

the soil is in condition to roll is take a handful and press it firmly in the palms of your hands. If it shows the least indication of being "pasty" leave the roller in the shed. A heavy rain firms heavy soils sufficiently of itself.

ONE of the most beautiful sights in this world is a field of strawberries with every row exactly spaced and as near a straight line as it is possible to secure. And it is difficult to conceive of a beautiful patch, no matter how fine the plants, where the rows are zig-zag,

**Marking Out
the Rows
For Plants**

criss-cross, or, as one friend called it, "dangling." It is a simple matter to keep the rows straight, and one

of the simplest devices we have seen costs practically nothing and may be made with little expense or labor. Take a piece of scantling six feet long, cut it into thirds, sawing diagonally so as to leave each piece the shape of a sled-runner. Now take an inch-thick board, four inches wide, and, if the rows are to be three feet apart, the board should be six feet long. To either end spike a runner, with the third runner directly in the center, and you have as perfect a marker as you please. Now keep a sharp eye out, walk straight toward a given point—and your rows will be the talk of the town.

NO plant is ready for setting until its roots are cut back at least one-third and the older leaves removed. Many are the advantages of pruning, and we have yet to have presented a valid reason why it should not be

**Pruning
the
Plants**

done. In setting an un-pruned plant there is danger of doubling up the roots, and the plants will

be delayed from a week to ten days in consequence, and the vitality of the mother plant will be lessened by the demands made upon it. Another advantage lies in the fact that when

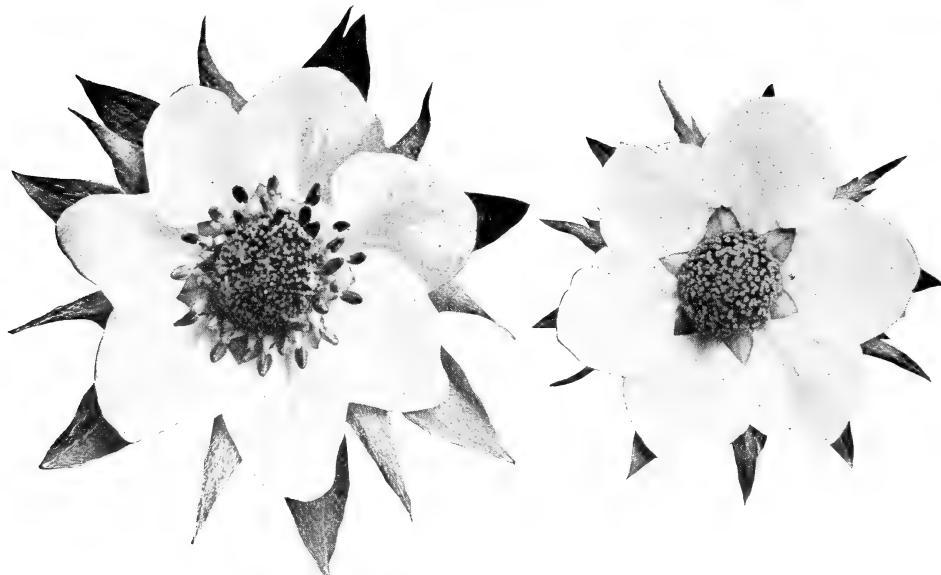
the roots are cut back the wound will callous and numerous small feeders will at once start and go to feeding upon the mineral elements of the soil. When the plant is dormant it may be more closely pruned than when it is in a growing state. Pruning is a simple matter, and anyone with a sharp pair of scissors may do the work. And there need be no fear on the part of the novice that he will do any injury to his plants if he will follow these simple instructions. The work itself is an interesting feature of strawberry production, and the pleasure one takes in it is not its least-valued recompense.

SEX in plants is one of the most important considerations, and as we have now reached the point where plants are to be set out, we shall discuss the subject of proper mating, for a mistake at this point means disappointment at fruiting time, if the grower has by any oversight planted pistillate varieties (female) without a bisexual (male) near by for purposes of pollination or fertilization. First let it be understood that a staminate, bisexual or male plant—these three words are used interchangeably and mean, in the case of the strawberry, the same thing—let it be understood that the male plants may be grown successfully without mating, although years of experience leads us to conclude that even a male variety will do better when set near another bisexual; certainly this is true of certain bisexuals that are weak in pollen. In all cases the pistillate or female plant must have a mate, or no



A Properly Pruned Plant

Proper Mating of Plants



BLOSSOM OF THE MALE OR BISEXUAL

fruit worth considering will be had. But the pistillate (female) is of no value to the male or bisexual plant. That is to say, the female contributes nothing to the strength of the staminate variety.

TOO much attention may not be given to the arrangement of plants in the patch having in view proper pollination. For illustration, suppose you have ordered Texas, Dunlap and Warfield plants for setting this spring, here is the way they should be set to mate them as

Arrangement of Plants in the Patch they should be to secure proper pollination and big crops of berries: First set one row of Texas, then

three rows of Warfields and next a row of Senator Dunlap, to be followed in turn by three more Warfields, when another row of Texas will be set out and the same order followed until the field is fully set. If you have ordered fewer Warfields than this division would indicate, you may set two rows, or only one row, of that variety. But it is well to remember that one row of bisexuals set on either side of pistillates is capable of pollinating as many as three rows of the latter. The advantage of placing an early and a later variety on either side of the pistillate lies in the fact that as the earlier flowers of the pistillate open they will be fertilized by the early bisexual, and the later flowers of the pistillate will be fertilized by the pollen of the later variety, thus extending the season of the

BLOSSOM OF THE FEMALE OR PISTILLATE

pistillate, increasing the yield of fruit and developing much more perfect berries. Inconceivable quantities of fruit are lost annually from improper pollination, while vast quantities are rendered knotty, green and tasteless through the same cause. One of our Iowa patrons after reading the Kellogg catalogue wrote one of her local nurserymen on this subject, and her feelings may be imagined, when, as she writes us, "he replied he could furnish and guarantee no separate varieties; that he had not found it practicable to keep them separate, since so many people didn't understand the principle of mating!" It would be interesting to know what that nurseryman's customers thought of the strawberry business, either as a source of pleasure or profit.

NOW with the ground thoroughly prepared and rolled as smooth as a floor, we come to the important work of setting out the plants. Setting is a simple operation and, to one who practices it, a rapid one. It is a work to be done in work-a-day clothes, for it brings you in

Setting Out the Plants close contact with mother earth and some soil is bound to adhere. Your skilled planter pads his left knee

with an old piece of gunnysack or any similar material and "gets right down to business." Holding the dibble in his right hand—and the dibble is the best thing we have ever known for this work—he thrusts it into the

STRAWBERRIES & HOW TO GROW THEM



SHOWERS OF BLESSINGS—EIGHT THOROUGH SPRAYINGS EACH SEASON

soil to a depth of about six inches, pressing it from him to make an opening and holding it in that position so that the dirt may not fall back into the opening. As he does this he quickly seizes a plant, gives a quick shake in order to spread the roots, and sets it down into the soil, holding the crown so that it will be on a level with the surface when the setting is complete. Then the dibble is withdrawn



Setting the Plant

and plunged into the soil about two inches from the opening to force the soil against the plants, while with the left hand he presses the soil against the plant from the other side. This is all done with clock-like regularity, and in this way a good setter will put 2,000 plants into the ground in a day—a feat often accomplished on the Kellogg Farms. The plants are carried in a basket, which is pushed along on the ground as the setter moves forward.

REMEMBER that the first step toward a big crop of berries is a well-selected and perfectly developed plant. The way to insure such a plant is by a system of care that tends to

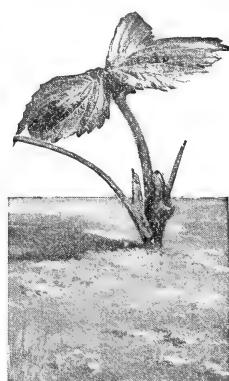
bring up to its highest development its fruit-producing organism and preserve a perfect balance between fruit and foliage. One of the essential things to this end is the removal of all buds and

**Removing
Fruit Buds
and Bloom**

blossoms from the plant during the first season. This is sometimes hard for the beginner to do, as the thought of fruit is uppermost in his mind, and it seems too bad to wait an entire year for the realization of his hopes. But the postponement is compensated

for a thousand fold, while if he yields to his haste only continued disappointment will result. No plant should be permitted to grow a berry the season it is set out. The way to check the plant's tendency to fruit while yet too young is to pinch off each bud as it appears, thus permitting the full strength of the plant to go to the building up of a powerful fruiting system.

The results of the faithful observance of this rule invariably are a strong



Plant Properly Set



KELLOGG PLANTS FIFTY-EIGHT DAYS AFTER SETTING BY DR. W. M. WHITE, WATKINSVILLE, GA.

and symmetrical plant development and splendid yields of the big, luscious fellows that are the pride of the true grower's heart. Be sure to cut or pinch off every bud before it opens, thus insuring your plants against pollen-exhaustion; for pollen-exhaustion means a yield of fruit deficient both in quality and quantity.

ANOTHER important matter relates to the removing of runners. The work of the young strawberry plant is two fold—it must build up a strong fruit-producing organism and develop perfect fruit, and at the same time labor for the preservation of its kind. To do the

**Removing
the
Runners** latter it expends a tremendous amount of energy in sending out runners that are in turn to become plants,

and if it be allowed to do so it will weaken its fruiting powers in its efforts to increase and multiply plants. Thus may we understand how important it is that restriction be employed and the number of runners limited to actual requirements. In the single-hedge row runners should be allowed to grow until the spaces in the row are filled in a straight line with the mother plant. In the double-hedge row two lines of runners are permitted to grow, running zig-zag from the mother plant. For both of these see illustrations. In the hill system all runners are removed. Some varieties make very long runners; others short ones. But whenever a runner

forms a bud or node and proceeds to strike its roots into the soil, it should be assisted to take quick root by placing a little dirt just back of the node. This not only aids the young plant, but it relieves the mother plant of the work of supplying sustenance to her young by hastening the "weaning" process and making the young plant self-sustaining.

JUST as a young animal entering the world calls for food, and must have it if he is to grow and be strong, so the young plant must be fed and at the very outset of its career. As it gets its food from the soil particles, dissolved by the moisture in the soil so that it readily may be assimilated, it will be seen how necessary it is that new and fresh particles, laden with plant food, be carried to the hungry plant so that its growth may be continuous, unchecked and unhampered. This is one of the functions of cultivation—of stirring and moving of the soil. Another function is the conservation of moisture in the soil by the creation and maintenance on the surface of what is so aptly called the dust mulch. This dust mulch forms a barrier to the escape of water from the soil by capillary attraction, by choking up the avenues of escape with fine particles of soil, and thus whatever moisture leaves the soil must travel through the plant itself, thus keeping the plant fresh, green and vigorous.

Cultivating Strawberry Plants



See Letter on Page 31.

KELLOGG'S THOROUGHBREDS IN ELMER SMITH'S GARDEN, URBANA, OHIO

As we have said, the plant food itself is dissolved into the soil moisture, and cultivation, therefore, also preserves the fertility in the soil.

CULTIVATION should begin as soon after the plants are set in the ground as possible, and should be repeated at least every eight or ten days thereafter, and always as quickly after a rain as the condition of the soil will permit, though never before the soil will crumble

**The Time
for
Cultivation** when disturbed. It may be said that soil conditions always determine the time of cultivation. One sign

that never should be neglected for an hour is the tendency of the soil to form a crust—always see to it that the surface is broken and fined. A crust is just the reverse of the dust mulch in its effect upon the moisture and plant food in the soil, and both go steaming out of the earth when a crust is formed upon the surface.

THE manner and time of cultivating plants has marked influence upon the nature and performance of the plant itself. Excessive foliage, for instance, is encouraged by over-feeding, and if a plant has the tendency to heavy vegetative growth, cultivation should be discontinued earlier in the fall in that particular case than where the fruit-producing organism of the plant is its dominating characteristic. The nature of the plant is to work at something,

and it will turn its energies to fruit-making if it is discouraged in its tendency to build up a heavy foliage at the expense of fruit, and no other check is more effective than

Cultivation and Balanced Plants

to limit cultivation. Just when it should be discontinued, then, depends upon two things: the nature of the variety under consideration and the season. Light bearers may be encouraged into greater fruit production by discontinuing cultivation early. But in no case should the grower fail, at the last cultivation, to run a narrow furrow down the center between each row of plants. Make it four or five inches deep, so that all surplus water from heavy rains or melting snows may have an immediate outlet, thus preventing its settling about the crowns of plants and becoming solid ice, which would cause the plants to smother by shutting off the air.

THE man with the hoe performs an important part in successful strawberry production; indeed, we may say an essential part, for without the frequent employment of the hoe there can be no such thing as success in the strawberry field. Intelligent hoeing keeps the plant sur-

**Hoeing
and
Weeding** rounded by soft, friable soil, filled with plant food, which is made more readily available by the changes thus made in its mechanical condition. It keeps down the weeds, which otherwise would con-



See Letter on Page 30

KELLOGG'S THOROUGHBREDS ON CHAS. LUNT'S FARM AT SOUTH LINCOLN, MASS

sume the food needed by the plant itself. And hoeing is not a hard task if it is done in the right way. Take the hoe lightly in hand, stand erect, with the blade of the hoe about three feet in front of you and press down lightly with the forward hand; now draw the blade through the soil toward you, and the soil will fall back over the blade into the cut, leaving a perfect mulch. In dry weather send the blade deeper, as the roots of the plants go deeper, seeking moisture. But always go shallow when working close up to the plant, as to cut the roots would work great injury. In wet seasons the feeding roots of the plant work nearer the surface. Hoe properly and often and there will be no weeding to be done

THE system in which the strawberry field is to be set must, of course, be determined at the outset; that is, whether the hill system or double-hedge or single-hedge row. As we have said, in the hill system no runners are allowed to grow, so the question of layering

**Layering
the
Runners** them does not apply. But if you have adopted the single-hedge system as your ideal, the runners should

be layered directly in the rows, and in the double-hedge system they will be layered zig-zag as has been pointed out. But as to the time when the mother plant is to be allowed to form runners her physical condition should be con-

sidered, and if any signs of weakness appear, remove the first runners and thus give her further time in which to develop strength for the task of procreation. Remember that every runner allowed to grow is to a degree a strain upon her vitality; every one cut off aids not only the mother, but the runner plants permitted to remain, to develop strong crown systems, which means big crops of fruit.

EACH succeeding year's experience only confirms our faith in spraying, and we cannot too strongly urge its efficacy as a preventive of the ills to which plant life is subjected. We have conducted interesting experiments during the past few years with our own plants and those secured from several other

growers of plants, and the overwhelming weight of evidence is in favor of our methods. For instance, we set in the spring of 1906 our own plants which had been sprayed eight times during the season of 1905, and in the same field set plants from three other growers of plants. As this is written (July 1906) the plants secured from other growers are affected with mildew and rust, while the Thoroughbreds are as clean and free from disease as they were the day we set them out.

**The Spraying
of the
Plants**

SO we say to our friends, don't let the insect pests or the fungous diseases get a start in your fields. At first sight of trouble get you



See Letter on Page 27

GEORGE CREWS, ELKVILLE, ILL., GROWS KELLOGG THOROUGHREDDS EXCLUSIVELY

"gun" and "fire away." For fungous growths, such as mildew, blight and rust, Bordeaux mixture should be brought into action at first

Bordeaux
and
Paris Green mixture is made as follows:

four pounds unslaked lime in four gallons water, four pounds blue vitriol dissolved in four gallons water, to which add sufficient water to make one barrel of forty gallons. For any leaf-eating insect use Paris green, which should be mixed as follows: take one pound unslaked lime; put over this seven ounces of Paris green and pour over this two gallons of hot water; to which add water to make fifty gallons. Should both insects and fungi be present on the vines, the Paris green may be added to the Bordeaux mixture and applied at one spraying. That is to say, the seven ounces of Paris green, after dissolved with one pound of lime in two gallons of hot water, may be added to the forty gallons of Bordeaux mixture.

EVERYBODY takes a personal pride in a record-breaking crop, and in order to secure this result with strawberries the first thing to be considered is well-developed plants; next comes well-prepared soil; then good cultural methods, taking care to see that all bloom is removed the first season, as well as all surplus runners. But in addition to all these there are certain

courses of treatment which may not be accurately prescribed, but which depend upon the condition of the plants themselves and upon weather and atmospheric conditions. These must be worked out by each grower for himself, although here may be indicated the symptoms, as it were, by which he may be guided. For instance, as soon as the plant commences building up its fruit-bud system, the crown will begin to expand and the plant will start to spread.

As soon as this bud development begins cultivation should be reduced, cultivating sufficiently only to keep down weeds and prevent crust from forming. If cultivation be too frequent at this period it will encourage vegetative growth at the expense of the fruit-bearing organism. Following this simple rule will result in building up heavy fruit-bud systems in both the mother and the runner plants, and this is the prime essential to a big crop of fruit.

How to Get a Record-Breaking Crop

IF in the spring the foliage is found to be lacking, this may be forced to meet the requirements of the fruit-bud system by applying forty or fifty pounds of nitrate of soda to each acre of plants as soon as growth starts in the spring, repeating this treatment just before buds open. Foliage also may be increased, as well as the size of the berry, by raking the mulching up close to the rows and cultivating between

M
2



MOTHER PLANT IN FULL BLOOM IN KELLOGG FARMS BREEDING BED

the rows. The time to start this work is after all danger from frost is over. But never cultivate the plants when in bloom, unless the

**Stimulating or
Forcing
The Plants** soil is moist enough to prevent dust from flying. Cultivation opens up air spaces, furnishing air to

bacteria, which in turn work up the plant food. Cultivation also preserves moisture, which in turn dissolves the plant food after the bacterial germs have made it available. All these furnish an abundant supply of plant food and moisture to the plants just at the time when they are undergoing their greatest strain and need most such assistance. Still another way to assist the plants is to give them a good dressing of well-decayed stable manure just before mulching is applied. By applying this manure after the first freeze in the fall its fertility will be available for the plants in the spring. Any of these suggestions carried out, will greatly increase the yield of berries and the size of the fruit if properly selected plants only are employed.

FROM whatever point of view, mulching is of prime importance in strawberry production. In the North it is the sure protection against freezing and thawing; everywhere it aids to retain moisture in the soil; and adds fertility to the earth, and everywhere it keeps the berries

clean, thus making them sweet and appetizing as they appear in the market, free from grit and sand; their rich beauty and color, their flavor and fragrance undiminished by any "cleaning" process. The range of materials that make good mulch is a broad one—wheat straw, oat straw, or any other straw, corn stalks, sorghum pomace, marsh hay—in a word, any coarse material possessing the qualities found in these articles will serve. Along the coast of the Atlantic seaweed is used with success. In the South, where freezing weather never affects the strawberry, the needles of the pines serve well as a mulch.

THE time to mulch is determined by the season. In the North, where cold nights and frosty days linger for many weeks, mulching should be done after the first light freeze in autumn, and the covering should be complete, both over and between the rows. Under such a mulch plants hibernate in safety, free from any injury through freezing and thawing, and they will come out in the spring strong and vigorous, ready to yield an abundant crop of big red berries. In the midland country the plants should be

**Mulches
and
Mulching**

**When and
How
To Mulch**



KELLOGG THOROUGHBRED MOTHER PLANT IN FULL FRUIT
Lower Foliage Removed to Show Fruit

mulched a little later and much lighter—just enough over the plants to prevent thawing on bright winter days. In the South and through the Pacific coast country no mulch whatever should be placed over the rows; simply fill the space between for the fruit to rest upon.

MULCH applied in the fall should be left undisturbed until growth starts in the spring. The grower can better tell when to uncover his berries than can we, as the plant will show a tendency to push up through the mulching, and it should be parted from over

**Removing
Mulch
in Spring** the row so that the plant may come up without hindrance. In doing this work

take a common fork and work it back and forth over the row through the mulching, which will part the latter. Be sure and do this before the plants bleach, as bleaching will make plants both tender and weak. Do not make too wide a part in the mulching, as to do so would defeat one of the principal objects of mulching, namely, the creation of a clean floor for the growing berries to rest upon.

JUST as soon as the fruit is all harvested the vines should be mowed off close to the ground. For this work we use a two-horse

mowing machine. Where the patch is very small a scythe may be used. After the vines become dead and dry, go to the side from which the wind is blowing, take a fork full of straw, set it on fire and walk along the entire side of the field, holding the forkfull of burning straw close enough to the ground to set fire to the mulching. The wind will force the blaze across the field so quickly that it will consume all the old material as well as weed seeds, insects and fungous spores without injuring the crowns of the plants. If rain should fall after the mowing is done and the weather continue damp until new growth starts, then it will not be safe to burn. In such a case, rake up the mulch and haul it away.

Preparing Bed for Second Crop

AFTER the field has been cleared of the refuse matter, take a breaking plow, throw a furrow from each side of the row into the center, leaving the plants about six inches wide in the rows. Now go along the rows with a hoe and thin the plants out until the hills stand from sixteen to twenty inches apart, leaving what appear to be the best and strongest plants. The ridge which the furrow has made between the rows may be leveled back to place with five-tooth cultivators, being careful that soil is



DELIVERING KELLOGG PLANTS TO U. S. EXPRESS CO. CARS

drawn all around the plants and the crowns covered lightly with the soil, which may best be done with a hoe. This will aid the plants to form

**Narrowing
Down
The Rows** their new root system, which is made just above the old root and below the crown. Cultivation and

hoeing should proceed as in the case of the new-set bed. These plants should be permitted to make runners until all the vacant places in the rows are filled. For the second crop we recommend double-hedge rows for all varieties.

WE would repeat here what we have before said, that one-half the business is in knowing how to grow big crops of fancy berries; the other half is in knowing how to put them on the market at a profit. It is not easy to give definite plans in a general way, because local conditions have so much to do with it all. However, there are only three ways in which berries may be sold. One is through commission merchants in a large market, another is through retail stores, and still another is from house to house. Which is the best method for each individual he must determine for himself. But whatever your decision it should be reached long before the marketing season is at hand. And however you sell, it will pay you big to select your fruit with care and pack it in the most attractive

Marketing the Crop

manner possible. It doesn't make any difference how many berries are in market, if your berries thus are selected and are known to be first-class clear to the bottom of the box, they will be sold, and at the price you fix for them, even though it be several cents above the "going" figure. There never yet has been a time when beautiful, sweet, well-ripened berries, put up in this way, were a drug on the market. Make it a point to see that your berries are the best to be had—and success is yours.

OUR book would not be complete if we failed to urge the importance and value of the family strawberry bed. None may observe the illustrations in this book and note the interest that all the members of the family take in this delightful occupation of strawberry culture without realizing something of the joy and profit it gives, and if our friends could read the thousands of letters we annually receive from men and women and young folk who could not enjoy the sweet and delicious fruit at all were it not that they themselves grew it—if these letters could be read as it is our privilege to do, intelligent comprehension of the important place occupied by the strawberry in our domestic economy and the life of our people would be more general. The cost of a family garden is too small to be considered; the labor is trivial, and it is in very

The Family Strawberry Patch



See Letter on Page 24

FIELD OF C. E. BEEKLEY, WEST SALEM, OHIO

truth a labor of love, accompanied by such pleasure as few vocations afford. If you have not a family strawberry bed now, don't let another season go by without one.

DON'T put all your eggs in one basket," is good advice, and nobody appreciates it more than the poultryman. There is one industry that he can engage in that just complements his business, an industry whose chief demands upon his attention are made at a season

Strawberries and Chickens

when he has the most time to devote to it. Men and women all over the country are proving in the most practical way the truth of this statement, and many of our own patrons who follow these two lines of enterprise are enthusiastic advocates of the combination. We cannot give better advice than to urge this combination of poultry and strawberries wherever it is possible. Both are great profit makers; both may be engaged in with a very limited capital, and both begin to yield returns very quickly after the investment is made. Strawberries and chickens have been the making of many a comfortable fortune; the opportunity is as broadly inviting today and as promising of results as ever.

ONE word about the size of plants. Some varieties by nature grow large plants, others grow small ones. Some grow small plants in the propagating bed, but large ones in the fruiting bed, where they are under the influence of restriction. But it is well to bear in mind that

the size of the plant is quite unimportant. The smallest plants at setting time not infrequently grow the most magnificent crops of fruit. In this connection please note that with each description we are this year showing a photo-illustration of a plant of each variety. Although the picture necessarily is reduced greatly, taken with the picture of the fruit above, it enables you to see just what you may expect. In photographing we have been careful to select an average plant—neither the largest nor the smallest of the several varieties.

The Question of Size

WE call especial attention to the four additions we have made to our list of plants—Stevens' Late Champion, Thompson's No. 2, Beidler and Hummer. In listing new varieties we are particularly careful to present only those which have great merit. All four of these we have tested, and we have received such gratifying reports from others as to satisfy us that they are a quartette possessed of highest merit. Please read carefully the descriptions and illustrations appearing in the pages devoted to them, and let us hope that each grower will give every one of them a thorough test in 1907. One of the most interesting lines of work and study related to strawberry production is afforded by the trial and test of new varieties of plants. It is a means of acquiring a broad knowledge of plant life and a deep and lasting affection for the work.

A Word About Our New Varieties

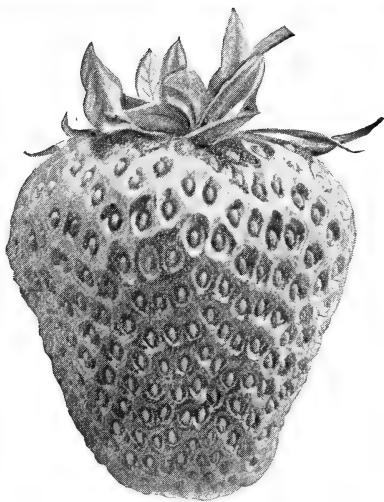
THE photo-illustrations which follow, together with the descriptive matter that accompanies each variety shown, are given with a view to informing our patrons concerning the nature, habits and characteristics of the several varieties. The photographer has faithfully reproduced a typical berry and plant of each, the engraver has artistically reproduced the photographer's work, and the printer has brought them out in the best manner known to the typographic art. The descriptive matter has been prepared in the most painstaking manner and correctly sets forth the performance and results of the varieties as time, experience and observation have revealed them. We are confident our patrons will find in this information an important aid, not only in making intelligent selection, but in securing for themselves most important results. That many of those who have used Kellogg's Thoroughbred Pedigree plants have found them incomparably fine and productive the numerous letters which appear in these pages eloquently testify.

Kellogg's Thoroughbreds Beat All Others

MRS. MARY MOYER of Devils Lake, Mich., writes under date of July 12, 1906, as follows: "In regard to Kellogg's Thoroughbred strawberry plants I will say that there are none better. I have bought plants of two different nurseries, but their plants did not grow the



number of berries or as nice ones as I have gotten from Kellogg's. This year we picked 1,000 quarts from less than one-third acre, and people give us the honor of having the nicest berries they ever saw. I wish the Kellogg Co. the best of success."



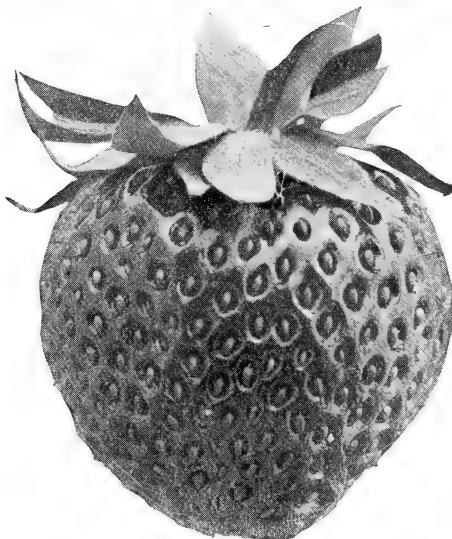
Michel's Early, B. (Male.)

EXTRA EARLY. Bisexual. One of the oldest in cultivation and a general favorite. Berries are of medium size, and evenly colored crimson; varied in form, some being nearly top-shaped, while others are round—a difference that only increases their beauty in the box. Surface is rather dry, making it a splendid shippers' meat is solid and flavor is very rich and mild. It is one of the best table berries of the extra earlies. Foliage is tall, light green, with rather long leaves; is a great runner maker, but when restricted to narrow rows they develop a big crown system. The bloom is heavy with rich pollen, making it a splendid mate for pistillates. Set plants twenty-four inches apart in the row. Grow in single-hedge row, and do not allow them to mat too thickly. This is the sixteenth year of selection and restriction in our breeding beds, with each year showing an increase in sales.

Sold \$172 Worth From Her Patch

THE success attained by the women who grow Kellogg's Thoroughbreds is one of the most gratifying experiences of our company. And it is quite universal. Mrs. Morgan of Eau Claire, Mich., writes us under date of July 2, 1906, as follows: "Our patch contains about three-quarters of an acre, and we have taken 165 crates from it this season, which netted us \$172 in cash, although our plants were injured in the winter. I claim this patch for my own, so it shows what a woman can do in strawberry culture. Am glad to say that I am a member of your Correspondence School and a subscriber to *The Strawberry*, and I get lots of good help from them." Good plants to start with, and complete instructions just at the right time, make success certain, large and satisfactory.





Climax, B. (Male.)

EXTRA EARLY. Bisexual. One of the most beautiful berries ever grown—we wish we might show their rich dark-red coloring with the yellow seeds brightening their surface.

The dark red extends clear to the center, through firm flesh, rich and juicy. An extra-fine canner, it also is ideal for market and an excellent shipper. The calyx is small for so large a berry. The plants grow tall and erect, with leaves almost round, and of a waxy, dark green that fairly glistens. The berries are evenly distributed throughout the vines, insuring a longer fruiting season. Wherever it has been seen in fruit, it has become a popular favorite.

Grow Climax in double-hedge rows; set plants twenty-four inches apart in rows, and allow them to make six or eight runners, only spread them out well. This is the third year of selection in our breeding bed, and it proves anew its strong points with each succeeding season.

Lawyers Like Kellogg's Plants and Methods

AMONG the enthusiastic votaries of the strawberry are professional men—lawyers, doctors, preachers. Here is a note from Lee Card, an attorney of Chadron, Nebr., written under date of April 18, 1906: "My strawberry plants arrived in the very finest condition, and my wife joins me in thanking you for your goodness in the matter. There were a good many more plants than we looked for, and they were very fine in appearance."



Haverland, P. (Female.)

MEDIUM. Pistillate. A large and long berry of bright crimson, blended with light red on one side, rather full and round at the stem end, gradually tapering to a point; the seeds are a bright yellow and just prominent enough to make a handsome appearance; the calyx falls gracefully over the berry, which adds beauty as well as protection in shipping. The inner part is a rich pink, solid meat, quite juicy and with mild flavor. As a producer the Haverland is excelled by none. The foliage is rather tall, of spreading habit, with a long dark leaf, sends out large, stocky runners and makes strong, vigorous plants. The bloom is medium sized and extremely hardy, seldom hurt by frost. Set plants twenty-four inches apart in the row. The Haverland should be grown in double-hedge rows on medium rich soil. We have been breeding up the Haverland for seventeen years, and our strain of this variety has become so popular that it is difficult to grow enough plants to fill the increasing demand.

Thoroughbreds are Thriving; Other Kind are--Dead

MRS. EZRA HORNING of Appleton, Minn., writes under date of July 28, 1906, as follows: "Last spring I planted 150 of your strawberry plants. They are growing nicely. Layered the runners in a double-hedge row; the last were layered about the middle of July. Planted 200 plants from another nursery; only eight of these plants now are alive." That is a frequent contrast noted by our customers, and it is one of serious import to all strawberry folk.

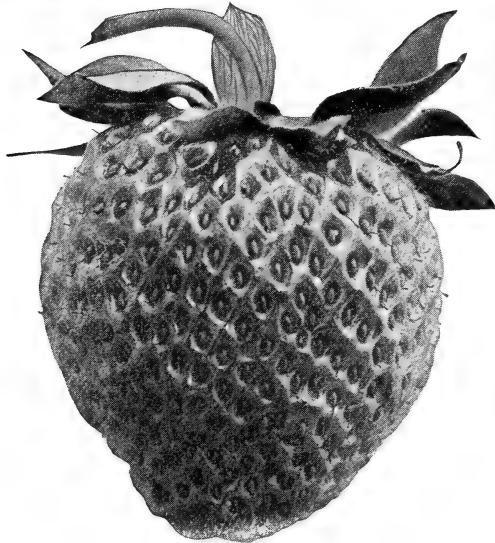


China



Haverland

R·M·KELLOGG'S GREAT CROPS OF



Texas, B. (Male.)

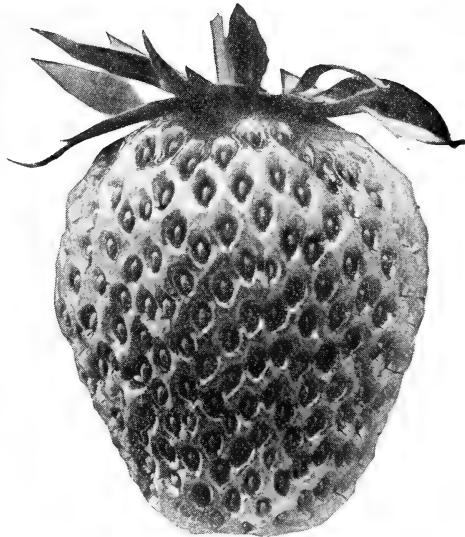
EXTRA EARLY Bisexual. Produces very large crops of large crimson berries, which, with the dark-red cheeks and yellow seeds, make a most attractive berry in the box, an effect always heightened when

the rich, tart flavor of the fruit is tasted. The waxy translucent appearance of the berry, combined with the rich green of its calyx, drooping gracefully over it, commands instant and pleased attention in the market. The foliage is upright, tall, and has a long, light-green leaf. It is a great crown-builder, something not common in extra-early varieties. Its bloom is of medium size, and it is a good pollener.

Grown in single or double-hedge rows it does its very best, and it is not particular as to soils, adapting itself readily to its environment. Set plants twenty-four inches apart in the row. The Texas has now been in our breeding beds for five years, and we can recommend it cordially.



Texas



August Luther, B. (Male.)

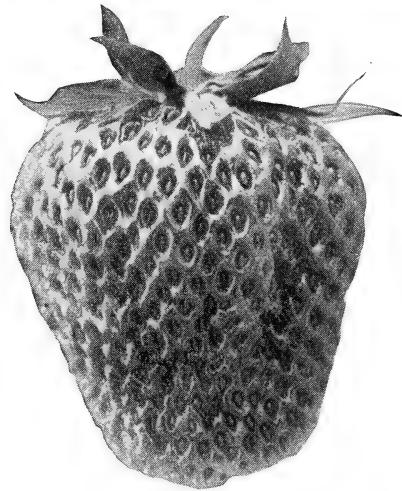
EXTRA EARLY. Bisexual. Its earliness, its productiveness and its high quality combine to make this variety one of the popular favorites both as a market and family berry. In size it is medium large, bright-colored, round and full at the calyx and tapering to a blunt point. The seeds are a rich yellow, shining like specks of gold in a background of scarlet. The inner part is a wine color, running lighter toward the center. The flavor is mild and rich, and the meat fine-grained and delicate. The foliage is rather tall, with a long dark leaf that spreads out over the great circle of fruit at its base. It is a prolific maker of runners which inclines to make the plants small in the propagating bed, but when restricted to narrow rows, they stool up strongly. Grow this variety in the single or double-hedge row, setting the plants thirty inches apart in the row. We have had the Luther in our breeding bed for eight years, and always grow a big stock, for it is deservedly a universal favorite because of its numerous strong points.



August Luther

THE SINGLE HEDGE ROW





Lovett, B. (Male.)

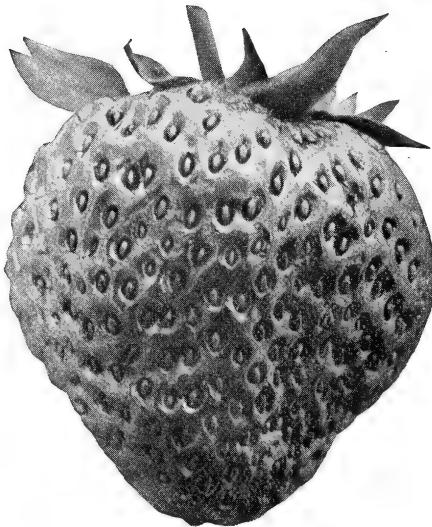
EARLY. Bisexual. Deep crimson in color and large as to size, with form varied just enough to please the eye, the Lovett is an exceptionally attractive berry. The bright yellow

seeds heighten the color effect, and when this variety is packed properly in the box it would be difficult to imagine a more beautiful effect. When the berry is cut open the effect is enhanced, as the flesh is dark red and very juicy, with enough of tartness to make it a good canner. The calyx is very small. This variety holds its color well and stands high as a market

berry. Its numerous qualities make it one of the most profitable of varieties. The foliage is dark green and the leaves moderate in size and glossy. It is not a tall grower, but has ample foliage, which spreads over the fruit and protects it from too much sun. It is a heavy bloomer and is a pollener of great power. They do their best in the double-hedge row. Set plants twenty-four inches apart in the rows. This is the fifteenth year for Lovett in our breeding beds under careful selection of the best.



Lovett



Wolverton, B. (Male.)

EARLY. Bisexual. A large top-shaped, crimson berry of great merit. It is one of the richest on the list and has a fine-grained flesh of pink color, being the same texture clear through, and is notable for its delicate, mild flavor.

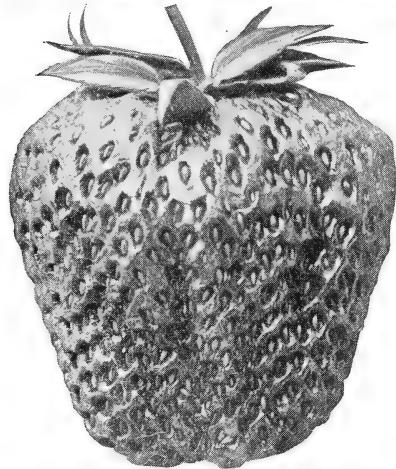
It has a heavy double calyx that droops over the berry, which makes them temptingly beautiful when served with stems. As an all-round table berry it has very few equals. It is popular in the family garden and also is a big money maker for the grower who sells direct to consumers. The foliage is large with spreading habit, has a broad, light green leaf and heavy fruit stems. The bloom is large, well developed and so full of rich pollen that it is ideal for mating purposes. Grow it in double-hedge rows on medium-rich soil, setting plants twenty-four inches apart in row; cultivate until late in the fall to force a thick foliage, then mulch quite heavily, as the berries lie close to the ground and the material used for this will keep them clean. This makes the seventeenth year it has been bred on the Kellogg farms under our most rigid methods of selection and restriction.



Wolverton

THE DOUBLE-HEDGE ROW

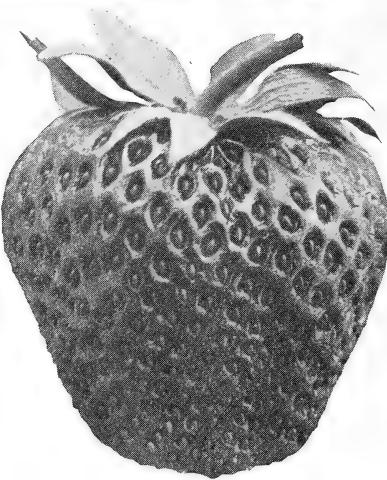




Tennessee Prolific, B. (Male.)

EARLY. Bisexual. Prolific to a high degree of medium-large, bright crimson berries, in shape long and corrugated, with seeds that color up to red as the berries ripen. The flesh is fine-grained, of rich pink, with an unusual quantity of juice, and it is both an excellent canner and shipper. Its large and well-shaped calyx droops over the berry, making a pretty harmony in red and green. Foliage is tall, light green and of upright habit, with long heavy fruit stems, and when in full bloom the entire plant appears to be a mass of white, yellow and green. Is hardly excelled as a pollinator. Its tendency to make runners causes plants to remain small in the propagating bed, but when restricted to the single-hedge row in the fruiting bed, it stools up to mammoth size. Grows well in any soil. This is the nineteenth year of this variety in our farms. Set plants thirty inches apart in the row.

C. E. BEEKLEY of West Salem, Ohio, sends us a photograph of his patch of three-quarters of an acre of Kellogg plants (see illustration on page 19 of this book). He believes that with another field set in 1906 he will have even greater results than are shown therein. He says in the course of an enthusiastic and kindly letter: "I have a patch that will make a good picture in October. It has broken and will break all records around here. It is simply out of sight; that's what people tell me. Out of the 6,175 plants you sent me I did not lose 100; they all grew fine, and they represent the greatest contrast between some that I set from my own beds imaginable, the Pedigree fellows being twice as large as my own. They have convinced me that it pays to get only the best."



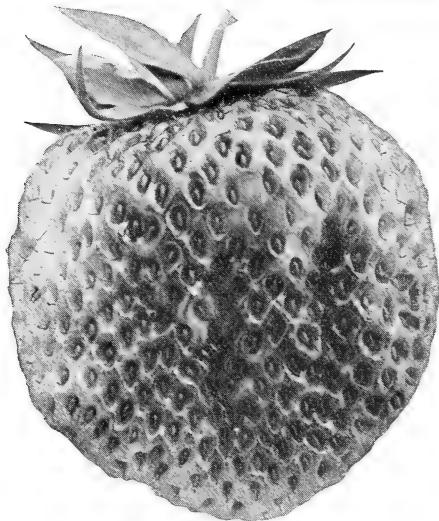
Crescent, P. (Female.)

MEDIUM EARLY. Pistillate. Yields berries of medium size, crimson in color, broad wedge as to shape, tapering to a blunt point. It has a close-grained surface and solid flesh, which makes it a popular shipping variety. Seeds are yellow, running into brown on the darker side, and standing out prominently enough to make a fine contrast. Its calyx spreads out straight and its stem is neat and slender. The inner part is deep red about the edges, shading to a lighter color toward the center, and the meat is rich and juicy, with a flavor that borders on tartness. Splendid both as a canner and shipper. Yield is very large, and a big picking may be had daily for about three weeks. Foliage is dark green, with upright growth. Runners form abundantly, and it should be confined to the single-hedge, although it does beautifully in hills. Set plants thirty inches apart in the row. Twenty-two years in our breeding beds only have confirmed our favorable impressions of the Crescent.

Crescent

Plants Loaded Down With Berries

THE record of our Dornans for 1906 has been a proud one. A typical report concerning them is contained in the following letter written by Jonas F. Rudy of Penbrook, Pa., June 11, who says: "I have some of the finest berries I ever have seen, or anyone else around here. I have picked about forty quarts so far and the plants are loaded down with berries yet. And this is not a good year for strawberries, either—berries have sold for 20 cents a box here. If I had the place I should have acres of these Dornans. They are fine. If ever I get in a position to increase my acreage, I shall surely get my plants from you."

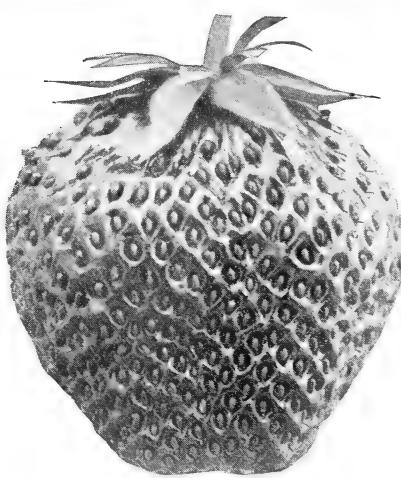


Challenge, B. (Male.)

MEDIUM. Bisexual. A fine variety to grow for family trade; the berries are extra large, not so smooth and uniform as some, but the size, color and rich flavor make them a favorite everywhere. The majority of them are corrugated like the one shown in picture; they are dark red, with bronze-colored seeds, which give the berry a polished effect. The flesh is a deep crimson, solid and rich. We have tested it in many ways on different soils, and it seems to be at home everywhere. It is not only valuable for home trade, but is a good shipper as well. The foliage is large, light green and spreads out well to give every berry a chance to develop to full size. Very few varieties can out-do it when grown in double-hedge rows. Set the plants twenty-four inches apart in the row. This is the fifth year we have grown the Challenge and each season we appreciate it more highly.

Plants Do Well Despite the Drought

NOTWITHSTANDING the difficulties presented by the extreme drought the season's reports of the performance of the Thoroughbreds are in the main encouraging. For instance, T. B. Rosewarne, of Bracebridge, Ont., writing us July 9, 1906, says: "The strawberry plants I received from you in the spring came in first-class condition, and had it not been for the drought that followed their planting I should not have lost one. As it was I lost a small percentage of them only, and the bed is doing well. I am well satisfied with them, and shall send for more next spring." A severe test, certainly.



Splendid, B. (Male.)

EARLY TO LATE. Bisexual. Certainly a fitting name for this variety, so "splendid" from every point of view. It is a large berry, nearly round, of bright red color, a good shipper and popular on all markets. The interior has two colors—near the edges a bright red; toward and reaching to the center a creamy white. The berry is meaty, smooth and of a melting texture. The calyx is very small, bright green and extends well over the end of the berry. Foliage is of spreading habit and is a dark, glossy green, having a long leaf with polished surface. No more beautiful picture than a row of these plants when the fruit is ripe may be imagined. For mating pistillates, Splendid cannot be excelled, as the flowering season is long and it is strong in pollen. Grown in double-hedge rows or in narrow-matted rows it gives very large results. Kellogg farms began to breed this variety shortly after its introduction, and it now ranks among our leaders in all respects.

Thoroughbreds Paid Off His Mortgage

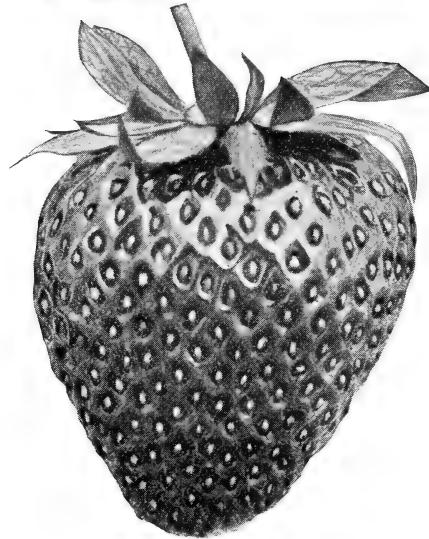
ACCOMPANYING a photograph of his beautiful strawberry bed comes a letter from E. E. Keever, of Little River, Kan., written July 23, 1906, in which he says: "I get all my strawberry plants of R. M. Kellogg Company. Why? Because I get Thoroughbred Pedigree plants from that company. They are profitable. How do I know? Just because this little quarter-acre patch of mine has paid the last cent I owed on my block of ground. Will have a half-acre in strawberries next year, I think more and more of The Strawberry. It's an up-to-date magazine."



Challenge



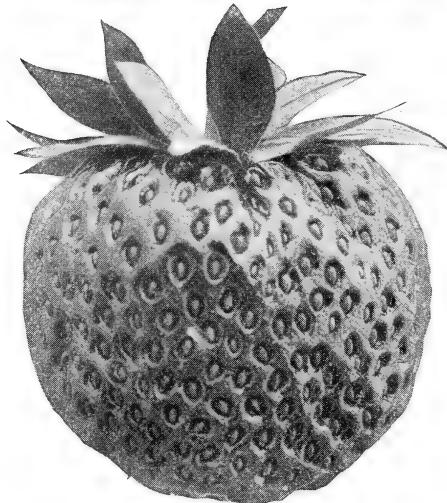
Splendid



Warfield, P. (Female.)

EARLY. Pistillate. A universal favorite, especially noted for its qualities as a canner, therefore the favorite par excellence of the housewife. The berry is large, top-shaped and as beautiful as a picture, with its glossy, dark-red finish that does not fade or become dull after picking. The inner part is a rich, blood-red clear to the center, exceedingly juicy, with a flavor just tart enough. The neat slender stem and green calyx add greatly to its beauty and is easily removed when preparing fruit for use. It is a fine shipper, retaining firmness and luster for many days after picking, and it has a ripening season extending over several weeks. Foliage is dark green and of upright habit, and the plant grows tall and thick, insuring shade to the great mass of berries below. Runners form abundantly. Set plants thirty inches apart in the row. The best method of growing is in the single-hedge row, layering only the best runners and permitting no laterals to take root. This is the twentieth year of selection on the Kellogg farms.

Warfield



Excelsior, B. (Male.)

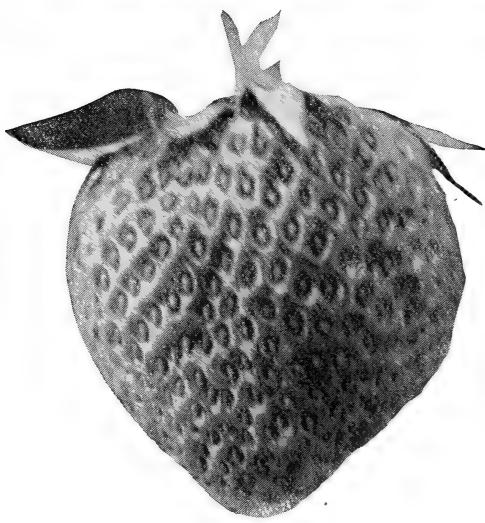
EXTRA EARLY. Bisexual. A medium-sized, dark red berry, almost round, with small, dark seeds, which gives them such a bright shiny appearance they glisten in the box; the green calyx curls back a little and makes a charming contrast. The inner part is a rich red, just a trifle lighter than the surface, and is of a solid, meaty texture, very juicy, with a rather tart, but exceedingly rich, flavor; it makes a splendid canning berry, because it retains its shape better than do most varieties after being cooked. As a shipper it is unexcelled; the form and color are retained for days after being picked. All these good qualities, combined with its productiveness and earliness, make Excelsior a most profitable berry for market purposes. The fruit runs even and but very little sorting is necessary. This is the eleventh year Excelsior has been under our system of breeding by selection, and we think more of it than ever. Set plants thirty inches apart in the row, and grow it either in the single or double hedge row.

Excelsior

MANLEY MARK of New Hamburg, Ont., writes July 21, 1906, as follows: "I have just finished picking a great crop of your Haverland strawberries, and I now realize the great value of Thoroughbred plant breeding. I never saw such fine berries. They lasted four weeks. They look so well I would like to have it for another season along with my new patch of Haverlands. I got 2 cents a box more for the Haverlands than other growers could get for their berries."

The Finest Plants He Ever Got

F. PATTERSON of Altoona, Pa., writes April 23: "I received the plants you shipped one hour after they arrived, and I must say they were the finest plants I ever got from any grower." Nothing could be more gratifying than such expressions of satisfaction.



Arizona, B. (Male.)

MEDIUM EARLY. Bisexual. The term everbearing, although adopted quite generally, hardly conveys the right meaning to the mind. No plant is everbearing in the strict definition of that word. What are called everbearing plants are those which have the power to develop a second fruit-bud system, and which under favorable climatic conditions will yield a crop of berries both spring and fall. These conditions are fulfilled by the Arizona to a higher degree than by any other variety with which we are familiar; but if it did not do so, and

only one crop is grown each season, still this variety is worthy of a place in every strawberry bed in the land. The berries are large and juicy, and grow in abundance. Foliage is a dark green, of medium size. Set plants twenty-four inches apart in the row. Grow it in double-hedge rows and start cultivation immediately after the first crop is picked, keeping the runners off so that the strength will go to the making of fruit-buds. This is the fifth year for Arizona in our breeding beds, carefully selecting mother plants having the most marked tendency to the everbearing habit.

Pleased With Large, Well-Rooted Plants

OUR system of packing and shipping is especially commended by customers. Harry Reese of Dauphin, Pa., writes April 27, 1906: "I received the strawberry plants in fine condition. You have a fine system of packing. I am well pleased with such large, well-rooted plants."



Miller, B. (Male.)

MEDIUM TO LATE. Bisexual. One of the very best varieties for family gardens of its season. Note the picture and see what large round berries they are; if the dark red color could also be shown it would take your eye for sure, and when it comes to flavor they will compare with the very best. The interior is of a smooth, melting texture, exceedingly rich, juicy and sweet; good enough without cream or sugar. Its productiveness and richness make it ideal for home use and family trade, but it is too delicate for shipping. The foliage is a light green, grows very tall and has extra-large, coarse leaves. It is not particular as to soils, but seems to succeed everywhere. Set the plants thirty inches apart and layer the runners in a straight line, to form a single-hedge row. This is the sixth year we have had it under selection and restriction.

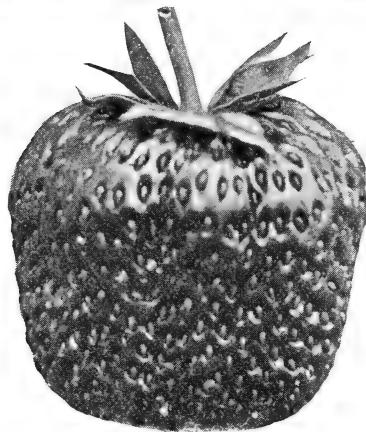


Miller

Kellogg's Plants Made Him the Leader

IN sending us the beautiful picture of his strawberry field which adorns page 15 of this book, George Crews of Elkville, Ill., says he wants to show the world what is being done "down in Egypt." He adds: "The plants I ordered from you this spring are doing finely. A few years ago I received 3,000 plants from you and now I am called the leader in strawberries in this locality." This is just what happens in many parts of the country where Kellogg's plants and the Kellogg way of handling them are followed by an enterprising and intelligent grower.

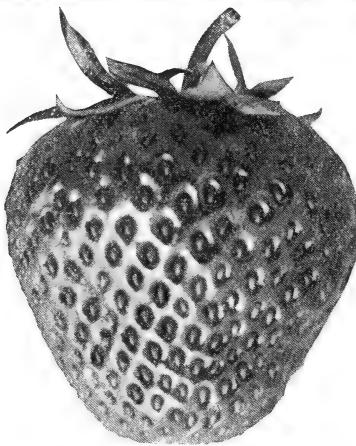
R·M·KELLOGG'S GREAT CROPS OF



Beidler, P. (Female.)

MEDIUM EARLY. Pistillate. An unusually beautiful and attractive berry; very large as to size of fruit and productiveness. In color it is bright red, and in flavor it is exceedingly rich. Solid in texture, it makes an ideal shipper, and the fact that the brightness of color is retained for days after picking insures their getting to market in attractive form. Foliage is large and healthy, a tall and upright grower. The heavy fruit stems give it power to hold up well the enormous yields of extra-large berries. It is a medium plant-maker. Set plants twenty-four inches apart in the row and let them form a double-hedge row. Thompson's No. 2 makes an ideal mate for the Beidler. We have had the Beidler in our breeding beds for two years, and have bred all the variation in foliage out of it, making it beautiful as well as profitable, and we advise all our friends to give this variety a thorough test, confident that it is to become a leader among the great varieties.

Beidler



Thompson's No. 2, B. (Male.)

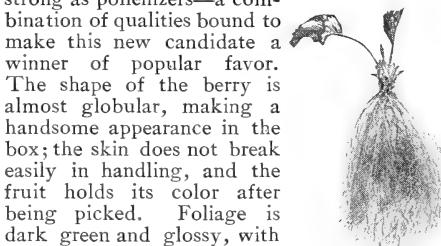
MEDIUM EARLY. Bisexual. Produces the bright red berries in great quantities. They are high in color, rich in flavor and are extra-good shippers, while being extraordinarily strong as pollinizers—a combination of qualities bound to make this new candidate a winner of popular favor. The shape of the berry is almost globular, making a handsome appearance in the box; the skin does not break easily in handling, and the fruit holds its color after being picked. Foliage is dark green and glossy, with a tough tissue that makes it strongly resistant to all leaf-spots, such as rust, blight and mildew. Its bright color and polished effect are retained all through the season. Set plants twenty-four inches apart in the row and grow in double-hedge rows. This is the second year we have had it under selection and restriction, and none need hesitate to give this splendid new variety a liberal trial.

Beidler and Thompson's No. 2 make a great pair, and if you want record-beaters, just try them, side by side.

Plants Begin to Grow at Once

CALIFORNIA is a far cry from Michigan, but the Kellogg plants enjoy the distinction of being the very best that reach the Golden state. Fred Herschede of Fillmore, Calif., writing under date of April 17, 1907, says: "Plants arrived in good condition and were set out immediately. The very next day I could almost see them grow, and they all look fine."

HARVEY FLEAGLE of Tipton, Iowa, says in a letter dated May, 1906: "My plants are doing fine. They arrived in good shape, and now I wish you could see them. They are the pride of this place. My Kellogg berries are famous here and I sell all I can grow at 15 cents a box."

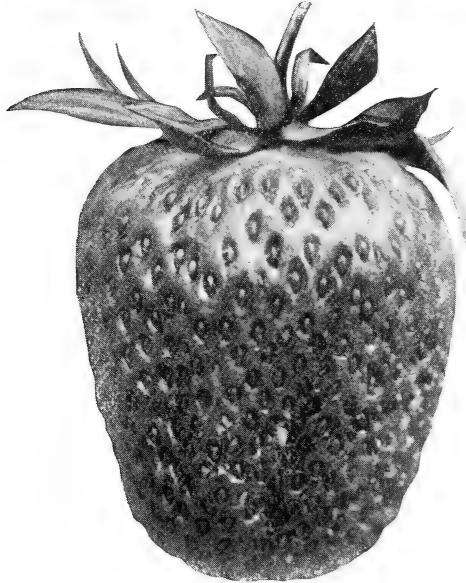


Thompson's No. 2

spot, such as rust, blight and mildew. Its bright color and polished effect are retained all through the season. Set plants twenty-four inches apart in the row and grow in double-hedge rows. This is the second year we have had it under selection and restriction, and none need hesitate to give this splendid new variety a liberal trial.

8,464 Quarts to the Acre

WE have found our strawberry business this year most interesting and profitable," writes F. W. Goodenow, of Flint, Mich., July 26, 1906. "Only one difficulty in marketing: to make the supply hold out for the pressing demand. To say that we are pleased with our success is stating it very mildly. No trouble to get good prices when customers find what I am selling. Your plants in the fruiting bed were the admiration of all beholders. Your way of breeding and raising plants is wonderful. I am a firm believer in your teachings. We sold 1,058 quarts from our patch of twenty square rods, besides what we ate and gave away. Our season extended from June 17 to July 22 inclusive."



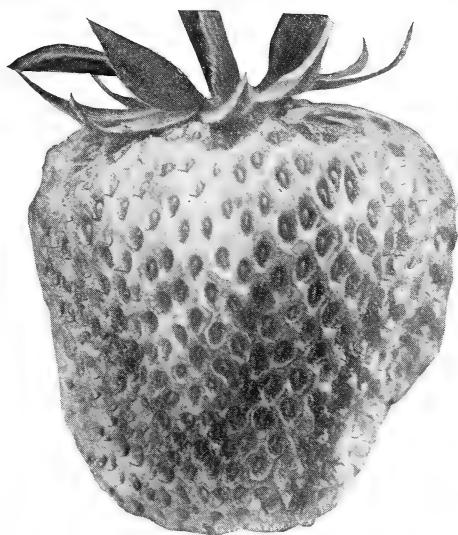
Glen Mary, B. (Male.)

MEDIUM. Bisexual. A big dark red berry, with prominent yellow seeds; meat crimson and very rich and juicy, and the flavor is delicious beyond description. The calyx is curly, extending in all directions. It is fine for canning, preserving or for putting up in any way. Its reputation as a shipper makes it a favorite with growers who must ship their fruit a long distance to market. Foliage is extra large and grows upright; it is of dark green, the leaves being nearly round, with glossy surface, making a beautiful appearance in the field. The fruit stems are

Glen Mary heavy and strong, but bend under the weight of the great clusters of fruit; so they should be well mulched to keep berries clean. Grow Glen Mary in the double-hedge row, setting them thirty inches apart in the row, spreading the runners well. It is not a strong pollinator, and does better when placed near another bisexual of the same season—every fourth row will be sufficient. This is the tenth year of Glen Mary in the Kellogg breeding bed, and the record of the variety is a proud one. We never have been able to fill all the orders for this variety.

Stand Up Well in Dry Weather

IN a note dated July 9, 1906, D. F. Jones of Wichita, Kans., says: "I received the plants in excellent condition this spring. Although we had not had any rain for two weeks before or after setting out, all but a few lived and are growing splendidly."



Wm. Belt, B. (Male.)

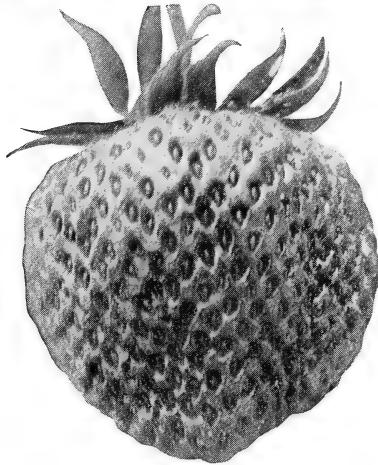
MEDIUM TO LATE. Bisexual. One of those great immense berries so bright and beautifully red as to fascinate the passer-by and make it impossible to go on without buying. The illustration shows the average form, but no picture can exhibit its beauty of color or suggest its fine flavor. The deep red extends to the center, and the fruit is rich, meaty and full of juice. The yellow seeds add to its attractiveness; the calyx is rather small for so big a berry. Foliage is extra tall and light green, and the berries are evenly distributed through the vines. It has a long blooming season and its heavy pollen makes it an ideal mate for pistillates. When grown in the single-hedge row it develops fancy fruit indeed. It should be set thirty inches apart in the row, as the runners grow long before forming nodes. We have had the Belt in our breeding beds for eleven years, selecting from the healthiest and most vigorous plants, and reports from all over the country show it to be a general favorite wherever it has been grown.



Wm. Belt

3,000 Boxes From 3,000 Plants

JOHN D. PEARSON, of Attica, Indiana, writes: "Two years ago this (1906) spring we received 3,000 plants from you. I set about one-half acre, and the next season picked 3,000 boxes from the patch. It was admitted by the people of Attica that I brought in the finest berries ever seen in this market."

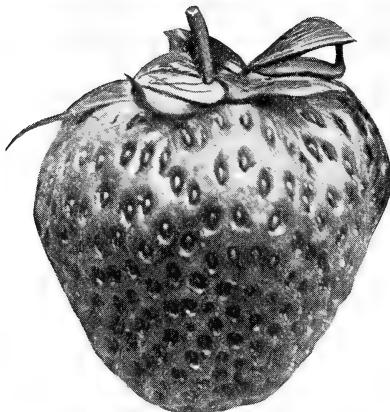


Bederwood, B. (Ma.e.)

MEDIUM EARLY. Bisexual. Productive and beautiful, this variety grows steadily in popular favor. Berries are medium-size, of a delicate crimson color, set with deep yellow seeds and having a glossy surface. The calyx is small, lies close to the berry and adds to the dainty appearance of the fruit. The inner part is a rich red, shading to cream near the heart, and these features, combined with a flavor of great richness and delicacy makes it a favorite with the high-class trade. Foliage is dark green, rather tall, and has a long narrow leaf. Roots extend deeply into the soil, making it strong in a dry season, and it enjoys an extra-long blooming period. Set plants twenty-four inches apart in the row and grow in the double-hedge row. We know that it will repay many fold all that is spent for it in the way of manure. Our confidence is based upon twenty years of selection and testing of this variety on the Kellogg farms.

Nothing But Kellogg's Plants Suits Him

OREGON has some of the best strawberry growers in the world. One of them is H. B. Steward, proprietor of The Highlands Fruit Farm at Myrtle Point, Ore. Mr. Steward writes us under date of July 9, 1906, as follows: "In a period of four years I have purchased plants from several different firms, but the Kellogg Pedigree plants are the first and only ones that have met my idea of what a strawberry plant should be. I set 5,000 of the Pedigree plants in April of this year, and they are making a remarkably vigorous growth, notwithstanding the season is unfavorable, owing to climatic conditions. Anyone desiring strawberry plants will make no mistake in purchasing the Kellogg Pedigree plants."

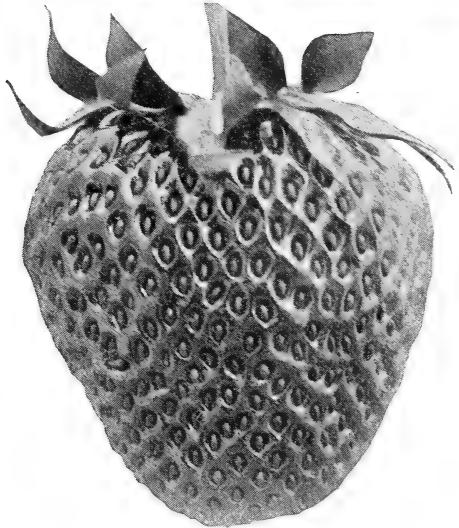


Hummer, B. (Male.)

MEDIUM EARLY. Bisexual. A new variety of great promise. When one sees this plant with its abundant foliage dotted thickly with big red berries, "Isn't it a hummer!" involuntarily springs to the lips. This variety was first discovered some thirty miles north of the Kellogg farms, and though we have tested its fruiting qualities only on spring-set plants, it has won our admiration and confidence, and we have no hesitancy in adding it to our list. Berries are extra large, quite round in form, attractive in color and rich in flavor. It is a good yielder, and its record where grown in past years proves it to be a good shipper. Foliage is light green, growing tall, and there is good balance between fruit and foliage. The Hummer is a medium plant maker, producing a stocky and hardy plant with broad leaves. Runners form their first nodes about a foot from the mother plant, making it easily handled in the fruiting bed. Set the plants twenty-four inches apart in the row, and allow enough runners to set to form a double-hedge row. All strawberry lovers should try some of this variety. Although a new one, the price has been fixed so low that any grower may well afford to order enough to give it a thorough test. And we are sure that all who do so will become as enthusiastic about it as we are.

Kellogg Plants Beat His Own

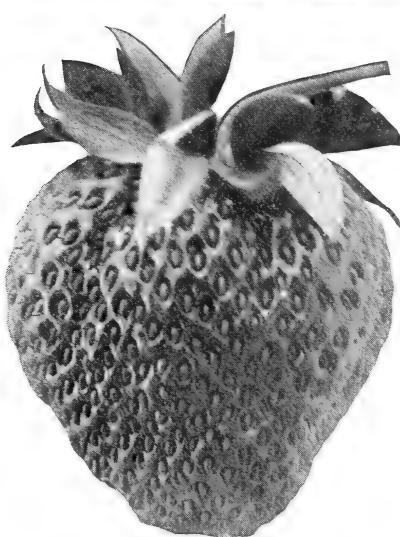
CHARLES LUNT, of Pine Grove Farm, South Lincoln, Mass., whose fine patch is illustrated on page 14 of this book, writes us under date of July 9, 1906: "Last spring I set mostly of my own plants, but I must admit that the plants I received from you are showing up better than my own, and I am very much pleased with them."



Clyde, B. (Male.)

MEDIUM. Bisexual. Berry extra large, cone-shaped with one side a bright crimson, the other a rich creamy color, with just enough pink to make it show off well. The inner part is of very fine texture, colored with rich pink, has a delicate taste and retains its natural flavor when canned; the berries are firm and hold up well after being shipped. It is an exceedingly productive variety. The foliage is light green, with a spreading habit, and has wonderful power in building up a big crown system. It should be grown in single or double hedge rows on soil made rich by working in plenty of manure. Cultivate the plants until light freezing starts; this will force the vegetative parts. This is the thirteenth year of selection in our breeding bed, choosing mother plants that build up a large foliage and ideal fruit.

Clyde



Clark's Seedling, B. (Male.)

MEDIUM EARLY. Bisexual. One of the leading varieties on the Pacific coast. It is deep red to center, quite large and of beautiful form as shown in picture. It is a splendid canner and shipper; also very productive. The foliage is medium large, dark green, with spreading habit. Set the plants twenty-four inches apart in the row and spread the runners so as to make a wide, double-hedge; that is, give plenty of room in the center of the row, so each plant will have room to spread its foliage. Clark's Seedling always brings good prices wherever they are grown, and we should like to have our customers add a few of these plants to their order. Any berry of this shape will show off better if placed with stems down. This is the second year we have had them in our breeding bed, and they are showing up finely.



Clark's Seedling

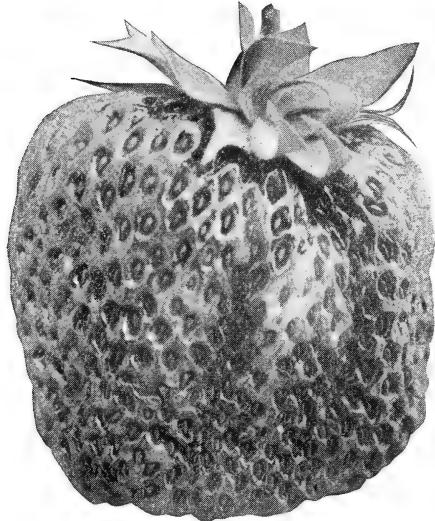
vate the plants until light freezing starts; this will force the vegetative parts. This is the thirteenth year of selection in our breeding bed, choosing mother plants that build up a large foliage and ideal fruit.

7,208 Quarts of Berries to the Acre

ELMER SMITH, the illustration of whose beautiful home patch at Urbana, Ohio, appears on page 13 of this book, writes us under date of July 5, 1906: "All the plants in my garden are Kellogg's, and they are the finest plants I ever saw. One thing that impressed me was their freedom from disease. Berries produced by these plants were pronounced by all who saw them to be the finest in quality grown here this season. We kept an accurate account of the berries picked—there were 906 quarts, and the space given them was less than one-eighth of an acre," or at the rate of more than 7,200 quarts to the acre.

Our Wonderful Crown Builders

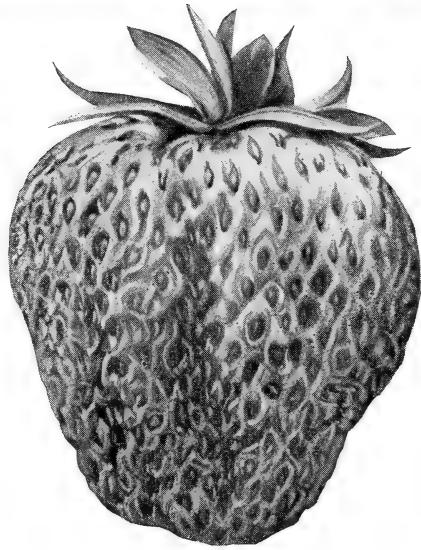
THE way our Thoroughbred plants get to work at once building up crowns is indicated in the following note from D. B. Turney of Sumner, Ill., who writes of date May 26, 1906, as follows: "Have neglected until now to acknowledge the receipt of 108 strawberry plants. They surely are fine plants—107 are living. They have made no runners, but have made from two to five crowns each." That means that a big crop of fruit is the first impulse of a perfectly bred plant. The "other kind" expend their limited energy in making surplus runners which, of course, are useless and only make more trouble for the berry grower.



Enormous, P. (Female.)

MEDIUM TO LATE. Pistillate. Enormous it is, both in size and productiveness; the berries are broad, wedge-shaped, and of good quality; it has a pretty crimson-colored surface with dark yellow seeds; the calyx is light green and lies flat on the berry; the stem remains a bright green after the berries are picked. The inner part of the berry is deep pink; it is mild in flavor and quite juicy; it is a splendid variety to grow for family trade, as its large size and richness helps to get new customers, and old ones will keep buying without coaxing. The foliage is very large, with a broad, nearly round, light green leaf and short heavy fruit stems, but not strong enough to hold their big load of berries off the ground; they must be mulched to keep them clean. Grow them in double-hedge rows on almost any soil. Set plants twenty-four inches apart in row. It is now going through the twelfth year of selection and restriction.

EVERY year the idea grows and spreads that strawberry plants are amenable to the influences of breeding and selection. Kellogg's were the originators of this idea, and it was in the face of opposition, fierce and sometimes malignant, that the campaign in behalf of the pedigree idea was carried forward. Therefore, such letters as the following from Joseph Mills, Galion, Ohio, are peculiarly gratifying. Writing under date of July, 16, 1906, Mr. Mills says: "I believe in Thoroughbred strawberry plants; I believe they may be pedigreed as well as an animal—and should be. I have tested Kellogg Thoroughbred plants for years—in



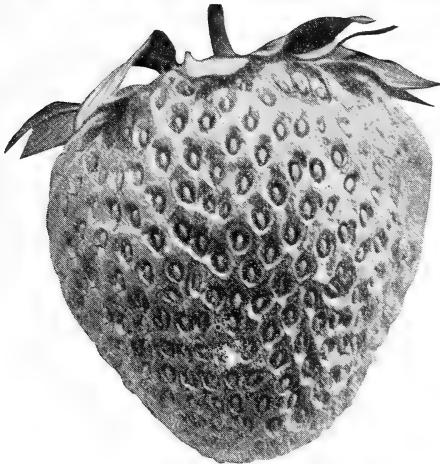
New York, B. (Male.)

MEDIUM TO LATE. Bisexual. A veritable Jumbo, both in fruit productiveness and foliage. The berry is extremely large, with form varying from the top-shape to thick and broad. In color it is blood red with a shiny surface; the seeds are nearly the same color, and set so deeply into the flesh as to be scarcely discernible. The interior is meaty, smooth, rich, and the flavor is mild and delicate. It is distinctly a high-class berry, and never waits for purchasers on the market. Its productiveness make it a great profit earner. The calyx is large, standing out prominently; foliage is light green and grows luxuriantly, with a large glossy surfaced leaf. It is of upright habit. It does best in single-hedge rows on rich soil, set twenty-four inches apart in row, though it also is a money maker when grown in hills. The plants from this variety are the result of seven years of selection and restriction in our breeding beds.

New York

1904, 1905 and in 1906—one acre each year. And they have stood the test this year of a severe drought in addition to two heavy frosts, and still produced fine large berries; and the plants after picking still look as though they had not been disturbed. I have learned that the foliage is more vigorous and they are greater fruit producers than are other plants. And Thoroughbred plants will endure hardships as well as does a thoroughbred horse and get there every time. So I would advise anyone wanting strawberry plants to get them of R. M. Kellogg Co., and take The Strawberry and study its instruction—and he will be sure to win success."

STRAWBERRIES AND HOW TO GROW THEM



Lady Thompson, B. (Male.)

EARLY TO LATE. Bisexual. A medium large bright red berry, shaped almost like a top, but does not run to a point; it is just a little blunt, which makes it all the more beautiful.

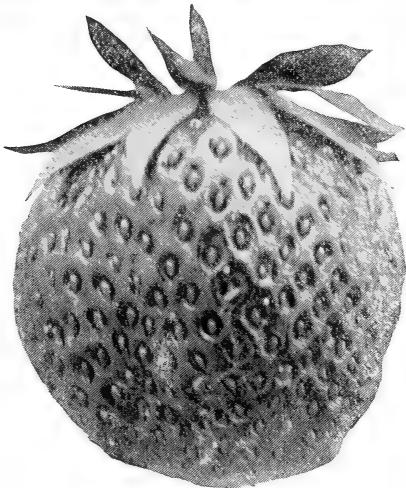


Lady Thompson

The seeds are laid in very smoothly, which gives a glossy effect; it has a double calyx that opens gracefully over the berry; the inner part is solid and meaty, with an exceedingly rich flavor and pink color. It is a splendid shipper, always getting to market in good salable condition. The foliage is an extra-tall, upright grower, with a long light green leaf, also extra long fruit stems which stand erect, holding their big berries well up from the ground. It is a deep rooter and keeps right on growing through a drouth. Runners are long and abundant. Plants may be set thirty inches apart in the row, and allowed to form in the double-hedge system.

What \$3 Worth of Plants Did

IN the spring of 1905 R. H. Kimball of Goff's Falls, N. H., bought \$3 worth of Kellogg plants. This is what he says they did for him in the season of 1906: "The strawberry plants I got of you a year ago are doing well, especially the William Belts. That variety still (July 1) has lots of green berries. I have picked almost five bushels so far and may get two more. I use pine needles as a mulch and there is not a speck of dirt on the fruit. People think them great berries. I wish I had set out the whole garden to plants. Folks come to the house after them faster than they ripen, and I could sell twenty or thirty bushels more right here if I could supply them, and at good prices."



Nick Ohmer, B. (Male.)

MEDIUM TO LATE. Bisexual. Beautiful cone-shaped berries, large as to size, deep crimson as to color, rich as to flavor, and round as to form, this variety is one of the most attractive on our list, and is in every sense a winner. The meat is crimson at the outer edge of the circle, shading to pink at the center. Such a combination makes this variety a general favorite with growers, and the public never has been able to get enough of them. They keep well on the vines and ship well to far-away markets. Foliage grows tall, and has a dark green leaf; fruit stems extend up through the foliage, which makes easy work at picking time. The bloom is large and rich in pollen. The runners grow long before forming nodes, therefore plants may be set thirty-six inches apart in the row, forming either a single or double hedge row. Nick Ohmer has been under our methods of selection for nine years.

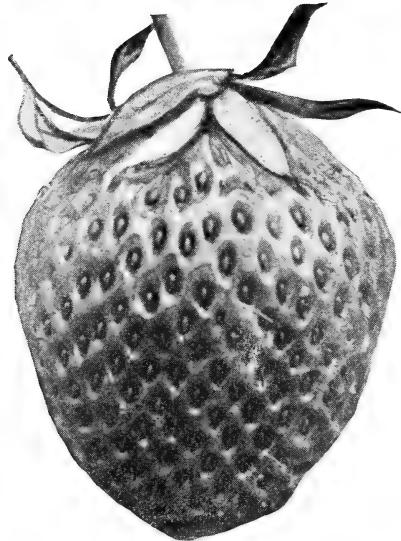


Nick Ohmer

Kellogg Thoroughbreds Beat All Others

HARRY DONALDSON, commercial strawberry grower of Pekin, Ill., writing under date of June 24, 1906, says: "The Kellogg plants produced double the amount of fruit this season secured by any one else in this section. The plants that came from you this spring are doing finely; they are in all respects excellent.

IN all my dealings I never before have had such fair treatment as I have had from the Kellogg Company," writes A. B. Butler of 1226 Chapline street, Wheeling, W. Va., under date of May 26, 1906. "Your plants are fine and just as you represented them to be."



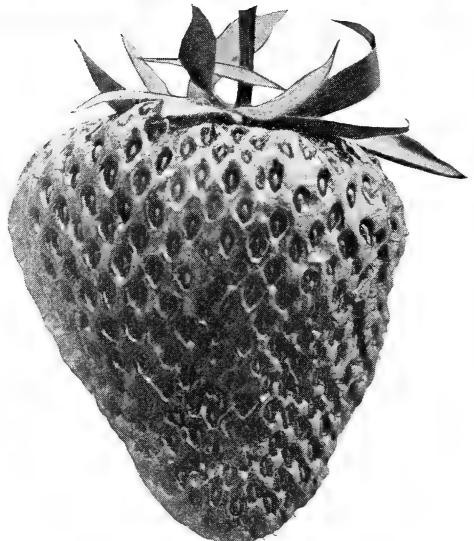
Senator Dunlap, B. (Male.)

MEDIUM TO LATE. Bisexual. An extraordinary producer of large, handsome, top-shaped berries, with the rich, dark-red, glossy color that delights the eye and makes every one

who sees them a buyer. It is a characteristic of the variety that it is uniform in shape and presents a beautiful and attractive appearance when packed in the box. And all growers for market know what that means. The calyx adds to the beauty of the berry. It is heavy and green, part of it drooping gracefully over the berry, the other part curling back towards the stem, which is very long. This not only protects the berries in shipping, but makes them more tempting to purchasers. The

foliage is tall, dark green, upright, with a long leaf. Its power to develop a big crown system is remarkable—it is a common thing to find hills with as many as eighteen crowns. Its flowering season is long, it is exceedingly rich in pollen, it roots very deeply, making it almost drought-proof; it is a vigorous plant maker and should be restricted to single-hedge rows, and it will thrive on all soils. Any way you look at it, the Senator Dunlap is an ideal berry. This is the ninth year of selection of this variety on the Kellogg farms, and it is proving itself each year a veritable record-breaker. Set plants thirty inches apart in the row.

HAVE just finished picking my first crop of strawberries from your Thoroughbred plants, and am highly pleased with them," says Sinclair Adolph of Wallace, Ont., in a note to us.



Downing's Bride, P. (Female.)

MEDIUM TO LATE. Pistillate. One of the prettiest and glossiest berries grown; dark blood red almost to center; just enough white at the heart to make it look more tempting and rich; the seeds are of a golden color and shine as if polished.

The berry is a large, top-shaped beauty. The big shiny fellows lie in piles all along the rows; very few varieties excel Downing's Bride in productiveness. The foliage grows tall, has a large leathery, dark-green leaf, which droops over and shades the berries from the sun's direct rays and prevents them from being scalded after a rain. Runners form abundantly and grow about fifteen

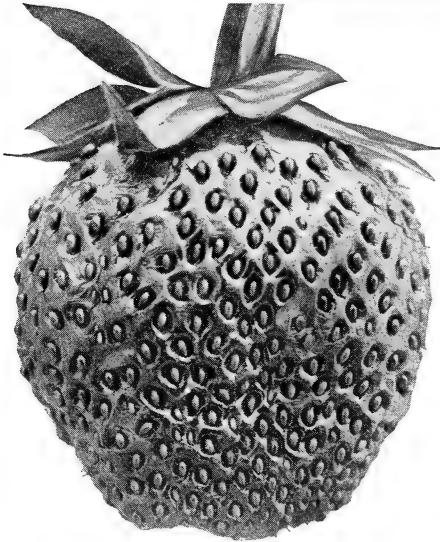
inches before making plants. We have tested them on clay, sandy and creek-bottom soil with no difference appearing in their behavior. Productiveness and quality on all soils and in all localities is their strong claim. Set the plants three feet apart in the row and train them in the double-hedge system. This is the fifth year it has been in our breeding bed under careful selection.



Downing's Bride

Kellogg Thoroughbreds in a Drought

WRITING from Milton, Iowa, under date of June 28, 1906, Mrs. Louis Gilson says: "In the spring of 1905 I got some plants of you, and this season I have the name of having the nicest berries that came to the Milton market. My berries looked nice and fresh all the time, while my neighbors' were all dried and burnt up with the drought."

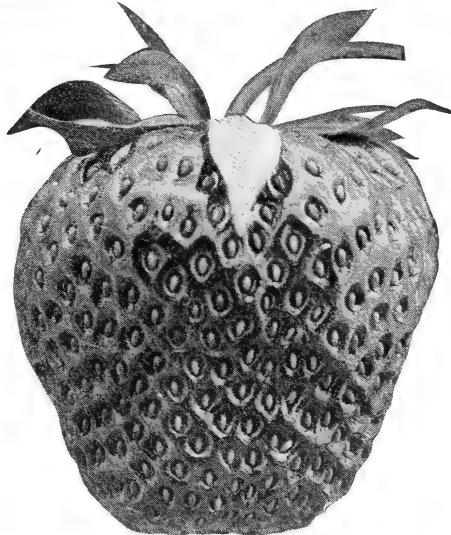


Parsons' Beauty, B. (Male.)

MEDIUM. Bisexual. A heavy producer of bright red berries, the interior of which is a trifle lighter in color than the outer surface; an exceedingly rich, meaty berry and very juicy; has a mild flavor, which is retained after being cooked; there are very few varieties that equal it for canning. It has very prominent seeds; they are not embedded in the flesh as is the case with most berries, but extend out beyond the surface and give a striking effect. It has a rather bushy calyx and heavy stems. The foliage is an upright grower with a rather long, dark green and leathery leaf. It is one of the best pollinizers of its season, the bloom being extra large and exceedingly rich in pollen. The plants make long runners and will be more easily controlled in the fruiting bed if set thirty inches apart in the row; they will soon form a complete single-hedge system, which is the most satisfactory way to grow Parsons' Beauty. We have had it under our methods of selection for five years, and it is making a splendid record.

Plants Fresh and Green When Received

THE condition in which Kellogg plants are received by nearly all of our customers is most gratifying. A typical acknowledgement comes from Charles Whitelaw of Sylvan, Ont., who wrote us May 7, 1906: "I received your notice on the 4th; on the 5th the plants arrived in the best of condition and as green as though they had traveled only a mile or so." Prompt delivery is one of the strong points of this house.

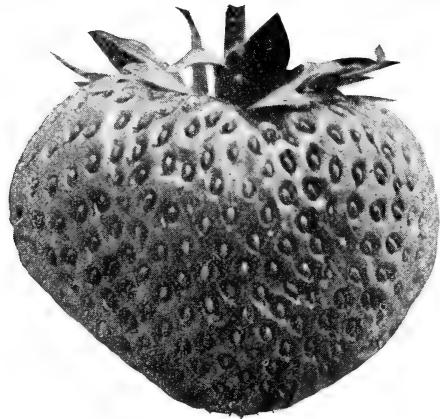


Klondike, B. (Male.)

MEDIUM. Bisexual. One grower who made \$500 from an acre of this variety declared that he really had struck a gold mine in the Klondike. Beautiful in form and color, it is an enormous yielder. Color is rich blood red, which extends through the entire berry; flavor is mild and sweet and is one peculiar to this variety. The calyx remains green after picking, curling back toward the stem. It is a great favorite on the market, for the reason that it always arrives in good condition. Foliage is dark green, tall grower, with long and large leaves. Runners form abundantly and set their plants closely, Klondike thus preventing them from growing to large size in the propagating bed. Set plants thirty inches apart in the row, and by allowing them to form single or double hedge rows they grow large and develop as many crowns as any variety we have. This is the fifth year we have had it in the breeding bed on our farms, and we can safely say that it will pay to set generously of this variety.

Can't Get Along Without The Strawberry

A PRACTICAL florist, Max B. Schreiber of McDonald, Pa., writes us under date of April 28, 1906: "Your 2,900 plants were received in good condition; they are planted and are doing finely. All indications are that I shall not lose six plants. This is my first experience in strawberries, and I do not think that I could do without The Strawberry, one number alone is worth the price of the whole year's subscription and I don't see how the experienced can do without it."



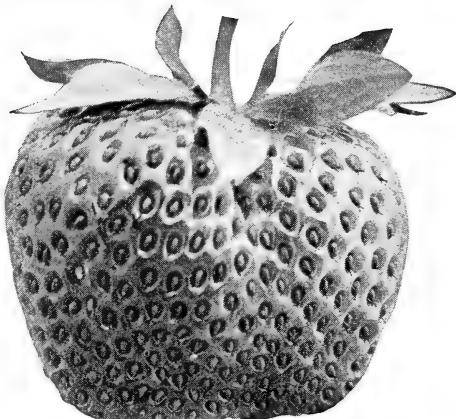
Ridgeway, B. (Male.)

MEDIUM EARLY TO LATE. Bisexual. Round as a cherry and quite as smooth, large and rich blood red, with the seeds embedded just deeply enough to make a smooth surface; this, assuredly, is a combination that could not fail to make a berry attractive to the sight and an easy seller, and added to these is a rich interior, both as regards color and taste, which satisfies the highest ideal of the purchaser. And to the grower the fact that Ridgeway is a prolific producer is an important consideration. The foliage is tall, with dark green leaves of waxy texture; the runners are extra large and make long growth

before forming nodes, making it best to set plants about three feet apart in the row, allowing each to make four runners, and each of these can make two plants, making eight from each mother plant. Layering these along the row in two parallel lines will form a complete double-hedge row, with the plants about ten inches apart. Soil should be rich and they should be cultivated until late in the fall. This is Ridgeway's tenth year in our breeding beds.

Kellogg Plants Won the Cash Prize

H. A. SMITH of Worcester, Mass., writes us under date of June 30, 1906, as follows: "I have just had a splendid lot of berries and I took \$7 in prizes at the Worcester County Horticultural fair for the Downing's Bride which was the best and handsomest berry ever seen in any exhibition here, and I guess by the way the growers were taken with it you will have a good many calls for it. The day after the fair nearly all the large growers came to my place to see it, and it did make me feel good to have them see the big dark-colored fellows and green ones on the tall stems bending over on the mulch!"



Bismarck, B. (Male.)

LATE. Bisexual. A medium-sized, light red berry of very delicate flavor; one of the best table berries on the list; the inner part is a deep pink, extra rich and meaty. It has bright yellow seeds which stand out prominently. It is very productive; in this respect it will equal any variety of its season and the berries hold up well in shipping. The foliage is of a spreading nature, has a dark green, waxy leaf, very much resembling Bach. It has a large perfect bloom and is an ideal pollenizer. The soil should be made quite rich. Set the plants two feet apart and let them form a double-hedge row. Fifty bushels of wood ashes to each acre will brighten up the color and enrich the flavor. This is the thirteenth year our strain of these plants has been bred from ideal fruiters.

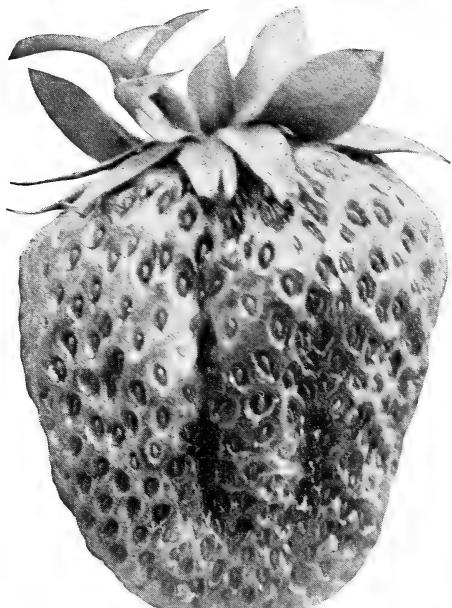
Bismarck



Roots the Nicest He Ever Bought

THOS. B. CADWALLADER of Mechanicsville, Pa., writing under date of April 25, 1906, says: "The strawberry plants were received about a week ago. They all arrived in first-class condition. I planted them out the same day they came. Now they begin to show green, and I think every one will grow. They had the nicest roots of any strawberry plants I ever bought. The Strawberry magazine is all right, I would not like to be without it. The printing being so good, it is very nice to read."

THE 1400 plants shipped me came to hand in excellent condition," writes A. C. Rampendahl, of St. Helena, Calif., and he adds: "They were promptly installed in California soil and already are peeking at the sun. I must compliment you on your method of crating plants for transportation."

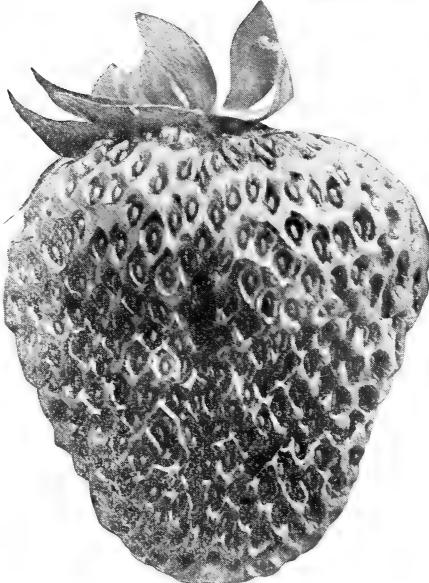


Pride of Michigan, B. (Male.)

MEDIUM TO LATE. Bisexual. In every respect a wonderful berry. Ripens its berries as late as Gandy and is as productive as Warfield. Has a long season of ripening. We pick fruit from this variety every day for from four to five weeks. The fruit is large, high-colored and rich-flavored, a trio of qualities that make it one of the most popular berries with the grower and the consuming public. Notice the shape of the berries—how it bulks large to the eye and fills the mouth with its aromatic deliciousness. Few berries combine the qualities of vigor, prolificness, size, beauty of form and richness of flavor to so marked a degree.

Pride of Michigan

The foliage of the plant is the heaviest of any variety in our list, and grows very tall and is upright, though it spreads out generously to cover the big berries that lie in great windrows. The fruit-stems are extra long and heavy, holding up the berries well to the sun, and the umbrageous leaves are immense in size, fine in shape and are a dark, glossy green. As a pollinator it is unexcelled. It may be grown either in single or double hedge rows, setting the plants twenty-four inches apart in the row, as it makes short runners. This is our fifth year with the Pride and we are prouder of its splendid qualities and fine performance than ever. Last year we had more than 400,000 plants of this variety and all of these were engaged weeks before the shipping season began.



Dornan, B. (Male.)

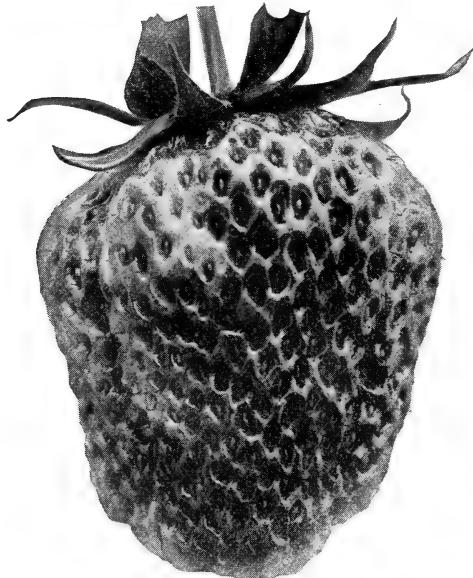
LATE. Bisexual. Few varieties possess so many strong points as the Dornan. Extra large in size, it is beautiful in color—a dark red on the side up to the sun, shading down to a bright red on the other side. Seeds are red and yellow. Meat is thick and rich. Inside is deep pink, shading to almost white at center; smooth and velvety in texture, and entirely free from any gritty substance. Flavor is sweet, delicious and mild. Foliage is dark green, of a waxy appearance; it grows very large and is vigorous and of upright habit. Blooms heavily and is a strong pollinator for pistillates. One of the latest of berries, it has a long season of ripening, and is an excellent shipper. The runners are short, and plants should be set as closely as twenty-four inches in the row, then layer the runners to form a single-hedge row, which will give each hill ample room in which to spread the big foliage without shading the berries too much. This is the eighth season we have selected Dornans from tested and proved ancestors, and they appear to improve with the passing years.



Dornan

Sorry He Did Not Get More

THE Pride of Michigan strawberry plants I bought of you last spring are doing finely. Sorry I did not get more "pedigree" plants," writes A. W. Clark of Providence, R. I., under date of July 16, 1906. Mr. Clark's letter is but one of many extolling the beauty, the richness and productiveness of the Pride of Michigan.

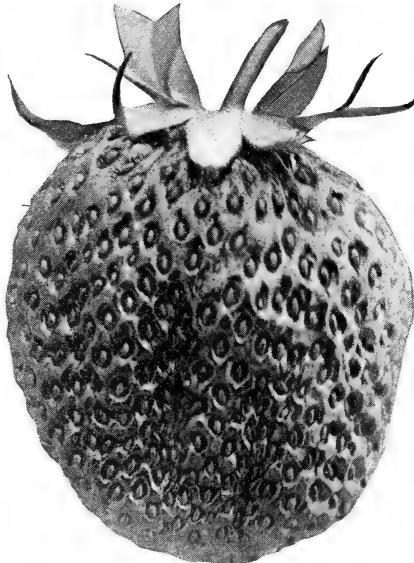


Mark Hanna P. (Female.)

MEDIUM TO QUITE LATE. Pistillate. A large and beautiful bright red berry; with sparkling yellow seeds and light green calyx. The flesh is scarlet, solid and very rich. As a producer it certainly is a prize winner; the big berries hang in clusters like cherries; size and shape are indicated in the illustration. It has a flavor peculiar to itself, somewhat on the cherry order. The foliage grows tall and droops over to each side of the row, spreading apart in the middle of the row, thus allowing the berries which grow in the center to color evenly as do those on the outer edge. Set the plants thirty inches apart and allow them to form a double-hedge row. This is the fourth year of selection in our breeding bed, and it is rapidly gaining in all points and is one of our favorites.

Some Things We Do Not Do

PLEASE remember that the R. M. Kellogg Co. does not sell plants for fall setting. Our shipping season is confined to from six to eight weeks in the spring—from the earliest moment we can get to the plants in March or April, to the latest day the season permits the shipment of plants with safety—depending on the season. After our shipping season is closed we cannot ship to anybody under any circumstance. Another thing we do not do is to deal in potted plants. This in answer to a countless number of inquiries received each season.



Oregon Iron Clad, B. (Male.)

VERY LATE. Bisexual. A very large, broad and well-formed berry, of a glossy dark red that extends through to the center. Flavor is very rich, making it one of the most popular of table berries. Its productiveness and fine shipping qualities make it a great favorite, and on the Pacific coast it is exclusively grown in many localities. The seeds are bright yellow, and berry, seed and calyx, all retain their fresh brilliancy for days after being picked. It makes a beautiful show when in full fruit. The foliage is extra large, light green and tall; the fruit stems are of more than ordinary length, holding their clusters of berries out in full view. When setting plants for fruit, put them thirty inches apart in the row, and layer the runners so they will form the double-hedge system. This makes the fifth year of selection and it is making gains at all points.

Kellogg Plants Yield More Than \$500 an Acre

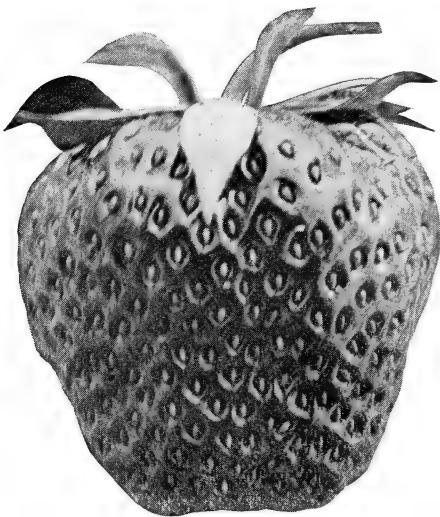
A. SNETHEN of Pontiac, Ill., writes us as follows: "I think I owe you thanks for the plants I have received from you. I have bought plants from your company for the past ten years and have never been disappointed in them. I grow them after the Kellogg system in hedge rows, and they always do finely, making most always more than \$500 per acre, which I consider pretty good."



Mark Hanna



Oregon Iron Clad



Bubach, P. (Female.)

LATE. Pistillate. Berries from this variety are big meaty fellows with a bright red and waxy surface; some are cone shaped, while others are broad and thick. The seeds are bright yellow and so prominent they fairly sparkle against the bright red surface. Its productiveness, mammoth size and handsome color make it a market commander, reputation winner and money getter. The inner part is rich and very fine-grained for such a large berry, and the bright red color extends clear through. It has a large green calyx, with medium-sized stem.

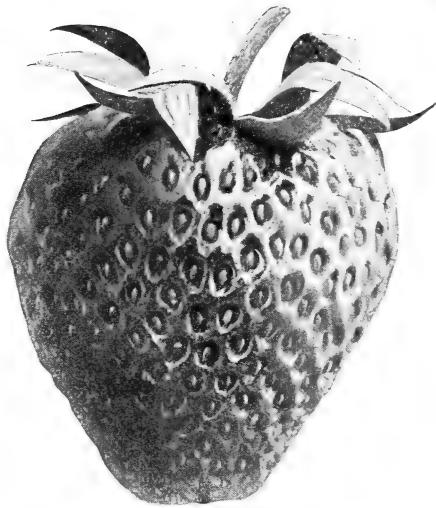


Bubach

All these attractive features make it the berry par excellence for fancy trade. The foliage is a waxy dark green, with a spreading habit, very short fruit and leaf stems; it is an easy variety to control in the fruiting bed because it does not make many more runners than are necessary for a double-hedge row, and this is the best way to grow this variety. Set plants twenty-four inches apart in the row. This is the twentieth year we have been selecting them in our breeding bed, and this year our strain of Bubachs is better than ever.

Lost Less Than Fifteen Out of 1600 Plants

FROM Leonard L. Porter, Delta, Ohio, comes the following letter of date May 7, 1906: "The plants are doing finely that you shipped me April 20, 1906. My order called for 1500 plants. When set they counted many more. Thanks to you for the extras. I don't believe I will lose fifteen plants in all. They certainly are dandies. Your dibble that I received is all right. I have used a number of different tools for plant setting, but the dibble is the best of all."



Sample, P. (Female.)

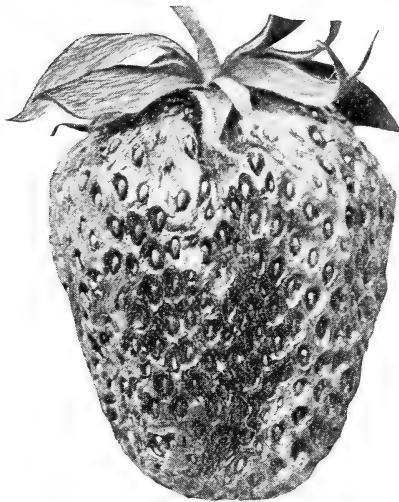
LATE. Pistillate. An extra large, bright red, top-shaped berry; the inner part a deep scarlet; very rich and juicy; also highly flavored. The seeds turn red as the berry ripens and are so nearly the same color as the surface that it is difficult to see them, thus giving the berry a smooth, glossy appearance. The stem and calyx are small and remain a bright green for several days after picking. Sample is not only one of the most beautiful berries among late varieties, but it is also one of the largest and most prolific. It is a spleenid shipper, excellent canner, and delicious for all table purposes. Foliage is a dark green and is of upright habit. It has an extra-large bloom for a pistillate, being so hardy that it is rarely damaged by frost. The double-hedge system is the ideal way to grow Sample. Set plants thirty inches apart in the row. Sample has been under our methods of selection for eleven years; it always has been one of our pets.



Sample

Kellogg Pedigree Plants Are So Different

MRS. LAURA LIGHTON of Omaha, Neb., writes of date May 1, 1906: "My order for strawberry plants was filled so very satisfactorily, not an error occurring, and each bundle counting good measure. A rain that lasted two days commenced within two hours after the last plant was set, and this morning with the sunshine they look so thrifty I believe every plant will grow. This is so different from my first experience in strawberry culture, when my order was given to a local nurseryman, that I want to thank you."



Parker Earle, B. (Male.)

LATE. Bisexual. Beautiful in shape and color, size medium and flavor rich and delightful to the taste, it is the productiveness, lateness and firmness of the Parker Earle that make it a prime favorite with commercial growers everywhere. On low rich soils it defeats all rivals in productiveness. It makes few runners and produces at its best when grown in hills or in single-hedge rows. For hills set the plants eighteen inches apart; for single-hedge row, thirty inches will be better. The thoroughbred plants of our strain of Parker Earle are so perfectly balanced and thoroughly built up in their fruit-producing organism that we have counted as high as three hundred and ninety berries on one plant, the greater part of them fancy. This is the eighteenth year we have had it under careful selection and restriction, always choosing ideal ancestors.

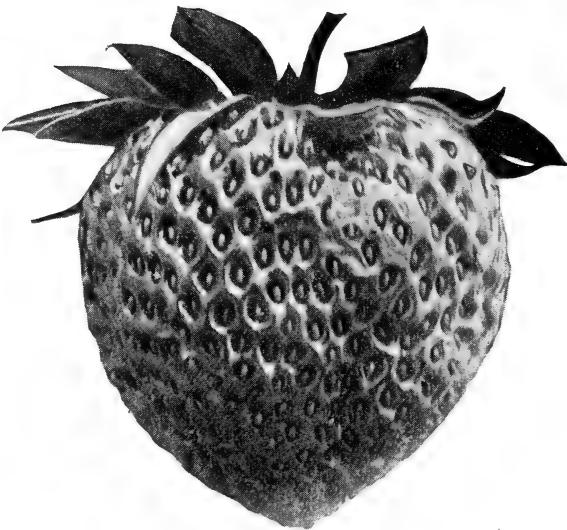
Parker Earle

The Number of Plants Required

NUMBER of plants to set one acre of land is given herewith in various arrangements:

Rows 24 in. apart and 20 in. in the row, 13,160	
" 30 " " 24 " " "	8,712
" 30 " " 30 " " "	6,970
" 30 " " 36 " " "	5,808
" 34 " " 30 " " "	6,150
" 36 " " 30 " " "	5,808
" 42 " " 24 " " "	6,223
" 42 " " 20 " " "	7,468
" 48 " " 20 " " "	6,534

The first row—20 x 24 inches—is especially adapted to the home garden, where all cultivation is, of course, to be done with the hoe.



Gandy, B. (Male.)

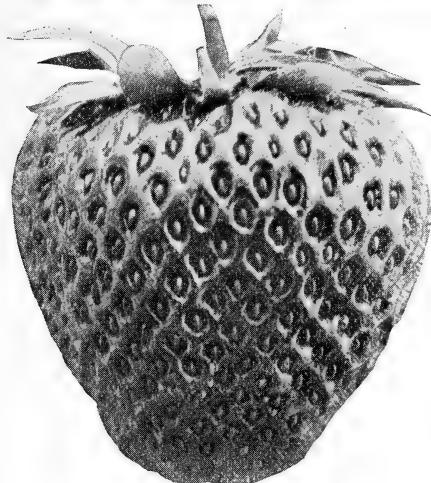
LATE. Bisexual. Combines in a remarkable degree features that make it of especial value to the market grower. It is one of the largest berries, one of the latest, and one of the best long-distance shippers in existence. They are a splendid bright red, with a smooth, shiny surface and glossy dark red seeds, which are quite prominent, and the flavor is of the first quality. Its foliage is tall, dark green with a broad leathery leaf. The fruit stems are long and hold the berries up above the foliage where the sun may reach them and put on the finishing touches. As the first bloom of Gandy is deficient in pollen it will do better if every fourth row is set to some late bisexual like Aroma, Pride of Michigan or Dornan. Set the plants thirty-six inches apart in the row and let them form a narrow-matted row. We have selected our strain of Gandys for twenty-two years, propagating from heavy-fruited mother plants, and like them better than ever.



Gandy

\$300 From Three-Fourths of an Acre

HENRY WRIGHT of Newburgh, Ind., wrote us July 2, 1906, as follows: "Last year I ordered 4,800 plants from you. This is my first experience in growing strawberries, but from those 4,800 plants I sold this season 205 24-box crates at an average price of \$1.45 a crate. We had dry weather all through May. The strawberry men said we had only half a crop, but I couldn't help being satisfied with my turn-out. Kellogg plants treated in 'the Kellogg way' will invariably produce just such results."



Aroma, B. (Male.)

LATE. Bisexual. One of the most popular of the late varieties, and deservedly so. Berries are very large, blood red to the center and have a rich, aromatic flavor. The flesh is solid and smooth, holding the juice when cut. The outside is firm, making it an ideal shipper. Part of the calyx droops over the berry and part curls back over the stem. Seeds are yellow, prominent and glossy. Its lateness, productiveness, firmness and rich flavor have made it the leading variety among commercial growers in many localities.

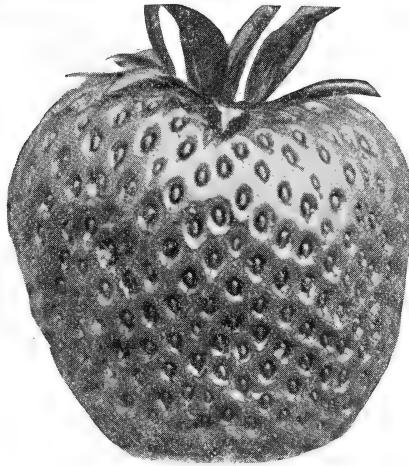


Aroma

It is a strong pollinator for late pistillates, as the bloom starts early and continues until quite late. Foliage is smooth, deep green, with spreading habit. Set the plants thirty inches apart in the row and layer runners so they will form a narrow-matted row, but do not allow them to mat thickly. This is the fifteenth year of selection and restriction in our breeding beds, and it would be difficult to find anywhere a more perfect berry.

The Best Conducted Farm He Ever Saw

IN May, 1906, we had a visit from Mr. and Mrs. W. H. Martin of Dunkirk, Ohio, who had long promised themselves a visit to the Kellogg farms. Under date of July 16 Mr. Martin wrote us of his impressions as follows: "We often talk about the pleasant visit at your farm last May when you had over 300 men and women at work, digging, hauling and packing plants. We wondered how you could manage such an immense industry. But when we noticed that every detail was carried out like clockwork, saw how well you treated your employees and the evidence of systematic effort and good judgment



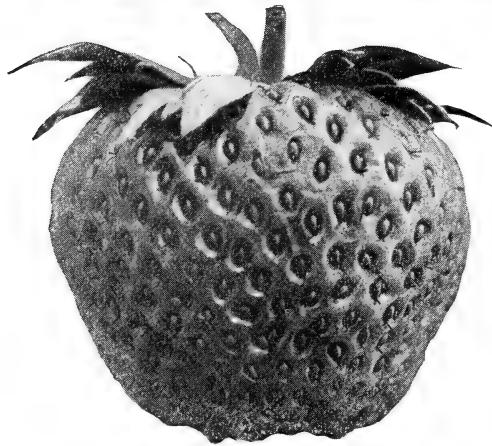
Marshall, B. (Male.)

LATE. Bisexual. Its enormous size makes this berry a universal favorite, and it is one of the leaders among the show prize-winners. But it is not only large, its size and blood-red color are re-enforced by a delicious "sugary" flavor that causes all who buy once to come again. They are excellent canned and sun preserved. The grower seeking a fancy trade should not fail to set largely of this variety. The foliage is extra large, it is an upright grower, with leaves almost as round as a dollar; about one-half of them are light green, while the others are a very dark green, and the big red berries being evenly distributed all through the beautiful foliage make a gorgeous display of colors. In order to obtain the very best results with this variety, set the plants not over twenty-four inches apart in the row and let them form a single-hedge row. Marshalls have been selected and restricted on our farms for thirteen years.



Marshall

on every hand, our surprise was somewhat abated. Another pleasant recollection of our visit was that, after going all over the farm, and through the packing house and talking with the hands, I heard not a word of profanity or bad language from any one. I must say all were ladies and gentlemen. I cannot close without telling you about the plants I got from you. They are doing well, just like all that I have got from you for the last three years. The way you manage and handle them they could not do otherwise. Before I saw your farm I thought your catalog colored things a little too highly and that things were perhaps overdrawn a little. But after seeing for myself I must say it is not overdrawn a bit. The Kellogg farm is the finest and best conducted of anything in that line I ever saw."



Midnight, B. (Male.)

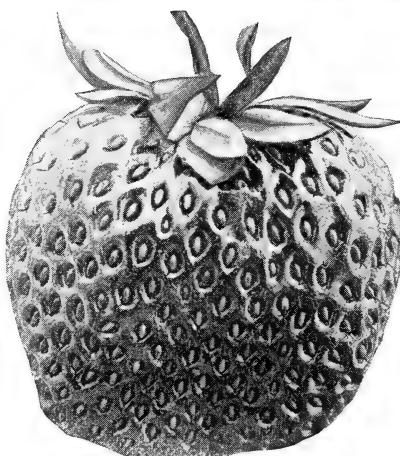
LATE. Bisexual. Is a large pink berry, broad and thick at stem end, tapering down to a flat point, somewhat wedge-shape. The flesh is almost white, having a texture pretty much the same as a white-meated peach.

No one ever ate a richer or sweeter berry; just the kind to grow in family gardens, as it is one of the very latest and will prolong the season for this best of all fruit. It was named Midnight because its berries ripen at the last hour of the strawberry season. It is so productive that the foliage is unable to cover all the berries. The foliage is a handsome, glossy, dark green, of a rather spreading nature; its crowns usually are large and lots of them; its lateness in blooming makes it almost immune from frost.

As a pollinator it is ideal, as the bloom is large and extra-rich in pollen. The plants should be set twenty-four inches apart and form in double-hedge rows. This is the fifth year Midnight has been under selection in the Kellogg breeding beds.

Better Plants and More Than She Expected

WRITING us under date of July 12, 1906, Mrs. Carrie Scott of Vancouver, Wash., says: "Some time in April I received my strawberry plants in such nice condition. I was surprised on unpacking them that you had sent me so many nice plants for the money. I had expected about half as many. I left it to you to select varieties for me and I want to say I could not withstand letting three or four plants of each bear a stalk of berries, as I was curious to know what I had. In due time I felt quite rewarded, and if next year they do as well, according to size and strength of plant, I shall be pleased indeed."



Rough Rider, B. (Male.)

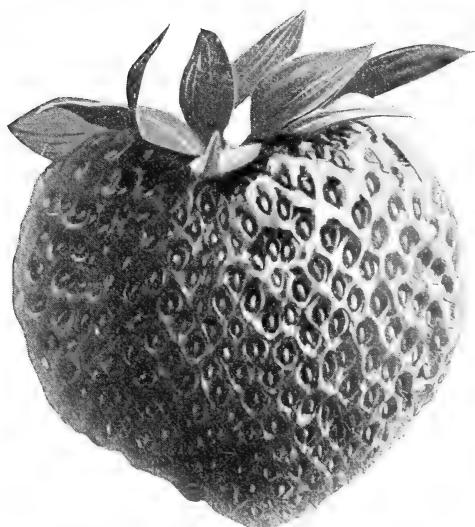
LATE. Bisexual. The berries are medium large, of glossy crimson color, which extends through to center and are juicy and rich. The surface is made glossy by the prominent yellow seed. For true shape note engraving; the camera can show this much better than we can describe it. There is but little variation, the one shown being a fair average. They are quite productive and always give a better crop the second year of fruiting than the first. The foliage is a dark green with a spreading habit; it easily is controlled in the fruiting bed on account of forming so few runners. Set the plants on rich soil, two feet apart and let them form the double-hedge system, so they will have plenty of space to stool up, and you will get a big crop of high-quality berries that will stand shipping to distant markets. Rough Rider has been carefully selected in our breeding bed for eight years.



Rough Rider



ENOCH FARR'S half-acre of Kellogg plants at Ogden, Utah, from which he picked in 1906 5725 quarts of Thoroughbred strawberries, as Mr. Farr writes under date of July 8, 1906.



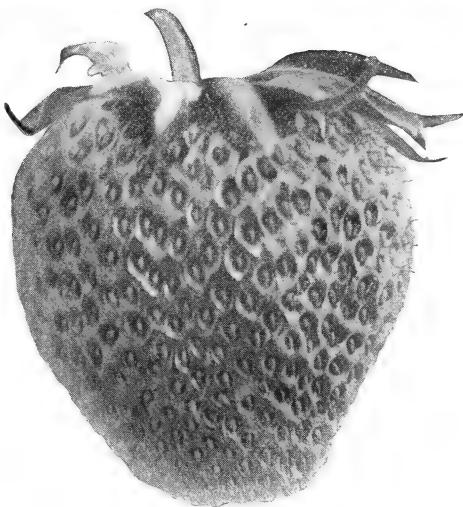
Brandywine, B. (Male.)

LATE. Bisexual. The berries are great big fellows, of deep blood red to the center; its flavor is peculiar to itself and it is one of the best canning berries of all the late varieties. It has bright yellow seeds which are very prominent. The calyx also is very large. It is not only one of the largest and prettiest among the late varieties, but it also is one of the most productive. The fruit stems grow erect, holding their big berries well up from the ground. The foliage is very large, and an upright grower, having a dark green, leathery leaf, which is good protection for the bloom. The runners

Brandywine grow long before forming nodes, and we recommend plants to be set thirty-six inches apart in the row; let each mother plant make four more, layering them in a straight line so as to form the single-hedge system. This is the fourteenth year it has been selected in our breeding beds.

Found Everything Just as Claimed

C. E. DENSMORE of Springwater, N. Y., writing under date of July 9, 1906, says: "I have sold \$80 worth of berries from 2,500 Pedigree plants set in 1905, and would have sold three times that many but for the frost that hurt them. It pays to set Pedigree plants. On my visit to your farm in August, 1905, I found everything just as you claimed. I recognized the place as I approached it from illustrations in the catalogue, and I also found that you grew plants just as you claim to do in that book."

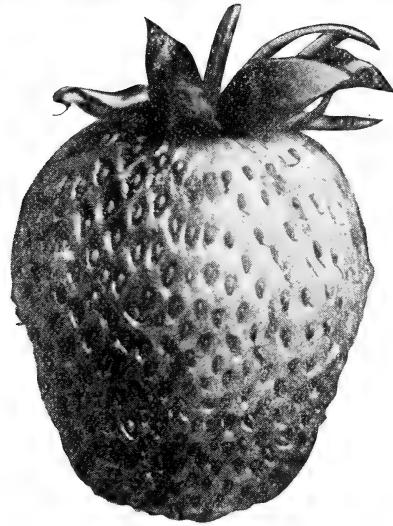


New Home, B. (Male.)

VERY LATE. Bisexual. The berries are extra large, bright red, holding their color for several days after being picked; their firmness, productiveness and keeping qualities are sure to make it one of the most profitable late varieties. The seeds are brown and yellow with plenty of gloss, giving the berries a polished appearance. The flesh is a beautiful deep pink and very rich in flavor. Reports received indicate that it is exceedingly productive, and although this is our second season only in breeding New Home, its performance fully bears out all we have heard of its remarkable fruiting powers. The New Home plants are strong and vigorous. The foliage is light green and makes good thrifty plants. It shows up best in double-hedge rows and this is the way we recommend it to be grown. Thirty inches apart will be close enough to set the plants. All growers seeking a late market variety will find the New Home a winner.

An Interesting and Valuable Reference Book

FROM a most distinguished horticulturist, G. B. Brackett, Pomologist of the United States Department of Agriculture, comes the following: "Permit me to thank you sincerely for your very interesting and instructive catalogue, 'Great Crops of Strawberries' which will be a valuable reference book in this office. I am also much pleased with the copy of 'The Strawberry' so kindly sent me. This publication is unique in the horticultural line and is so useful to the growers. Long may your good work continue!"



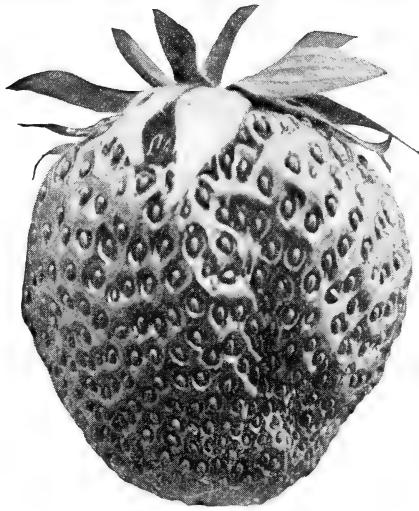
Stevens' Late Champion, B. (Male.)

EXTRA LATE. Bisexual. In this new variety we have a berry that is ideal in nearly every respect. It is very productive of mammoth berries of fine form, bright, glossy color and delicious flavor, which, combined with unusual solidity, make Stevens' Late Champion worthy the thoughtful attention of every grower of strawberries. As a shipper this variety is to take a leading place. The plants are large and vigorous growers, with leathery leaves. It makes long runners, setting each plant far enough apart to give each plenty of room to develop its big load of berries. We

are confident that every one who gives this variety a fair trial will be well repaid for the money and time expended. It is sure to become a leader with those who grow late berries for market. Thrives in all soils, and everywhere it has been tested has shown itself a winner. Set plants thirty inches apart in the row, allowing runners to form the narrow-matted row.

Never Saw Such Roots Before

IN a letter written from his home at Williamsport, Pa., May 22, 1906, Harry T. Stiger says: "About a month ago you shipped me one hundred Thoroughbred Strawberry plants of the Dornan variety. Every plant grew, which, considering the very dry weather we have been having this spring, is remarkable. I have set out thousands of strawberry plants, but am free to confess that the plants I received from you simply beat anything I ever saw in the way of roots. I assure you that I shall take pleasure in recommending your plants."



President, P. (Female.)

VERY LATE. Pistillate. None who sees the fruit of the President but immediately wants it in his patch. The berries are large, red, almost round; every one of them has a dimpled end, like the dimple in a pretty girl's chin. It has the smallest calyx we have seen on such a large berry. The seeds are brown and yellow and give a pretty, sparkling effect to the berry. It is very rich and meaty, just the kind to serve with stems, or in any other dainty and attractive manner to which the strawberry is peculiarly adapted. A valuable variety to grow for late market. Its productiveness, large size and rich flavor have made it a favorite wherever grown. No trouble to find buyers for such fancy berries as President. This variety makes a large foliage of light green; its bloom is larger than is generally seen on pistillates. It is a variety easily controlled in the fruiting bed, as its runners do not form abundantly. Set plants thirty inches apart in the row, and let them form a double-hedge row. This is the fourth year in our breeding bed, and we think more of the President than ever.



President

The Finest Plants He Ever Bought

YESTERDAY I received notice of my plants being shipped and to-day I received the plants—the finest lot of plants I ever bought in my life. And they arrived in first-class shape. I am proud of them, and know I shall raise some fine berries from them," writes H. P. Crandell of Athol, Idaho, May 2, 1906.

THE STRAWBERRY



A MONTHLY MAGAZINE DEVOTED TO THE INTERESTS
OF STRAWBERRY PRODUCTION IN ALL ITS BRANCHES

Established January, 1906

THREE RIVERS, MICH.

\$1.00 per Annum

WHEN one year ago The Strawberry magazine was begun, the publishers were confident that it would meet the approval and support of many strawberry producers, but we did not dream that it would meet the instant and universally cordial reception that has been given it.

Yet what has been done in this direction only accords with the idea then expressed that the world demanded more information, instruction and advice on strawberry production than could be found in any body of writings on this great and growing industry.

That the world thus has taken advantage of the opportunity presented is most gratifying—to the publishers on the one hand; on the other hand, as showing the eager interest of the people to learn the better way to grow strawberries—the way to win success and to find deep and lasting enjoyment in the work.

Subscriptions have poured in by the thousands. They have come from every state in the Union, from every province of Canada, from Australasia, from the continent of Europe. And it is doubtful if any other publication of its age has so large a number of voluntary paid-in-advance subscribers—men and women who subscribed because they actually wanted the magazine—as has The Strawberry on its lists.

You will remember that we offered to send the money back to any subscriber who, after reading the magazine, thought he was not getting his dollar's worth. We are proud to say that of all the thousands who are subscribers not one ever has asked for his money back, and we are more than proud of the innumerable letters that have come to us saying that a single issue of the magazine has been worth ten times or twenty-five times the cost of a year's subscription.

So much for the past. The future is promising of even better and greater things. Each month's issue has seen improvement over the preceding issue, and now we feel that we are only fairly begun. If 1906 has been of such high value to our friends, The Strawberry for 1907 will be infinitely more so. Subscribers write, "Never were questions answered so clearly and so fully." Others in great numbers have

written, "If only I had known of The Strawberry before—it would have saved me some costly mistakes." All admit that questions could not be answered by letter as they are answered in The Strawberry, and in its pages one answer serves thousands of inquirers. The Correspondence School Department has been pronounced the most unique and useful feature appearing in any journal in the world. It was originated and developed by us, and we are going to make it of still greater value in the years to come. We wish, if you are not already enrolled upon our lists, that you would send us your subscription at once, confident that the gain will be yours. Read what a few of our subscribers say:

A. L. Palliser, Johnstown, Pa. "I have read volumes on strawberry culture, but found none to equal The Strawberry. In my estimation it is a self-instructor to those who will study it."

Joseph Mills, Galion, Ohio. "I have The Strawberry and read it carefully. The time is too long to wait for the next number. It is fine and full of meaning."

J. M. Clark, Kingsburg, Calif. "I consider my subscription to The Strawberry by far the best investment I ever made, and I would not part with a single number of it for \$1 a copy."

William Scott, Early, Iowa. "I got the worth of my dollar in the March number. I am going to be guided by The Strawberry."

J. J. Hobson, Bellefontaine, Ohio. "I would not take \$25 for the information I have received from the two copies of The Strawberry already in hand."

C. R. Steer, St. John's, N. F. "I would not begrudge \$10 for the instruction already given in The Strawberry."

G. W. Duley, Smithland, Ky. "The Strawberry hasn't any worthless reading in its columns. All of it is the very essence of the practical. It was born fully developed and is destined to do good."

These are only a few of the many hundreds of such letters, all expressing pleasure in and approval of The Strawberry. You will feel the same way about it if you will give it a trial. Send in your subscription at once—\$1 a year, which includes full membership in the Correspondence School of Strawberry Culture, with all its privileges. When vexatious problems arise in your strawberry work, write us, and we will help you solve them. We enclose in this catalogue a subscription and membership blank, which please fill out and return with \$1 at your earliest convenience. Your money back if it doesn't suit.

The Kellogg Publishing Co. THREE RIVERS
MICHIGAN

PRICE LIST OF STRAWBERRY PLANTS

Read carefully before making out your order

WHEN 500 or more plants of one variety are ordered we give thousand rates on that variety; but we do no permit customers to combine several varieties to make the number of plants 500 in order to secure thousand rates. There are no discounts on the prices given. We leave nothing undone in order to grow the best plants possible, and the prices quoted are the lowest at which they can be furnished. When plants are to be sent by mail, add at the rate of 25 cents per hundred plants to the list prices given, and if plants are to be sent to Canada add at the rate of 50 cents per hundred. No orders accepted for less than one dollar, and no fewer than 25 plants of any variety will be sold. Be very careful to get the prices right.

EXTRA-EARLY VARIETIES

Varieties	25 Plants	50 Plants	100 Plants	200 Plants	300 Plants	400 Plants	500 Plants	1000 Plants
Excelsior (B)	\$ 25	\$ 35	\$ 55	\$ 85	\$ 1 10	\$ 1 30	\$ 1 50	\$ 3 00
August Luther (B)	25	40	65	1 00	1 35	1 60	1 75	3 50
Climax (B)	35	50	85	1 35	1 85	2 25	2 50	5 00
Michel's Early (B)	25	35	55	85	1 10	1 30	1 50	3 00
Texas (B)	35	50	85	1 35	1 85	2 25	2 50	5 00

EARLY VARIETIES

Bederwood (B)	25	40	65	1 00	1 35	1 60	1 75	3 50
Clyde (B)	30	45	70	1 10	1 50	1 80	2 00	4 00
Lovett (B)	25	40	65	1 00	1 35	1 60	1 75	3 50
Tennessee Prolific (B) . .	25	35	55	85	1 10	1 30	1 50	3 00
Wolverton (B)	25	40	65	1 00	1 35	1 60	1 75	3 50
Crescent (P)	25	35	55	85	1 10	1 30	1 50	3 00
Warfield (P)	25	35	55	85	1 10	1 30	1 50	3 00

MEDIUM VARIETIES

Lady Thompson (B)	30	45	70	1 10	1 50	1 80	2 00	4 00
Ridgeway (B)	30	45	70	1 10	1 50	1 80	2 00	4 00
Glen Mary (B)	30	45	70	1 10	1 50	1 80	2 00	4 00
Wm. Belt (B)	25	40	65	1 00	1 35	1 60	1 75	3 50
Splendid (B)	25	40	65	1 00	1 35	1 60	1 75	3 50
Parsons' Beauty (B) . . .	30	45	70	1 10	1 50	1 80	2 00	4 00
Klondike (B)	30	45	70	1 10	1 50	1 80	2 00	4 00
Miller (B)	35	50	85	1 35	1 85	2 25	2 50	5 00
Nick Ohmer (B)	40	60	1 15	1 80	2 35	2 75	3 00	6 00
New York (B)	35	50	85	1 35	1 85	2 25	2 50	5 00
Thompson's No. 2 (B) . .	60	1 00	1 50	2 50	3 50	4 25	5 00	10 00
Beidler (P)	60	1 00	1 50	2 50	3 50	4 25	5 00	10 00
Senator Dunlap (B)	30	45	70	1 10	1 50	1 80	2 00	4 00
Haverland (P)	25	40	65	1 00	1 35	1 60	1 75	3 50

PRICE LIST OF STRAWBERRY PLANTS---Continued

MEDIUM VARIETIES

Varieties	25 Plants	50 Plants	100 Plants	200 Plants	300 Plants	400 Plants	500 Plants	1000 Plants
Enormous (P)	30	45	70	1 10	1 50	1 80	2 00	4 00
Downing's Bride (P)	40	60	1 15	1 80	2 35	2 75	3 00	6 00
President (P)	50	85	1 25	2 10	2 85	3 50	4 00	8 00
Clark's Seedling (B)	50	85	1 25	2 10	2 85	3 50	4 00	8 00
Challenge (B)	40	60	1 15	1 80	2 35	2 75	3 00	6 00
Arizona Ever-Bearing (B)	50	85	1 25	2 10	2 85	3 50	4 00	8 00
Hummer (B)	40	60	1 15	1 80	2 35	2 75	3 00	6 00

LATE VARIETIES

Aroma (B)	30	45	70	1 10	1 50	1 80	2 00	4 00
Pride of Michigan (B)	50	85	1 25	2 10	2 85	3 50	4 00	8 00
Brandywine (B)	25	40	65	1 00	1 35	1 60	1 75	3 50
Bismarck (B)	30	45	70	1 10	1 50	1 80	2 00	4 00
Gandy (B) ,	30	45	70	1 10	1 50	1 80	2 00	4 00
Dornan (B)	35	50	85	1 35	1 85	2 25	2 50	5 00
Marshall (B)	30	45	70	1 10	1 50	1 80	2 00	4 00
Parker Earle (B)	35	50	85	1 35	1 85	2 25	2 50	5 00
Rough Rider (B)	30	45	70	1 10	1 50	1 80	2 00	4 00
Bubach (P)	30	45	70	1 10	1 50	1 80	2 00	4 00
Sample (P)	35	50	85	1 35	1 85	2 25	2 50	5 00
New Home (B)	50	85	1 25	2 10	2 85	3 50	4 00	8 00
Oregon Iron Clad (B)	40	60	1 15	1 80	2 35	2 75	3 00	6 00
Midnight (B)	35	50	85	1 35	1 85	2 25	2 50	5 00
Mark Hanna (P)	40	60	1 15	1 80	2 35	2 75	3 00	6 00
Stevens' Late Champion (B)	50	85	1 25	2 10	2 85	3 50	4 00	8 00

PRICE LIST OF BERRY GROWER'S TOOLS

Twelve-Tooth Cultivator, complete	\$ 9 00
Rolling Runner Cutter and Leaf Guard	1 75
Dibbles, 35 cents each, three for	1 00

The Dibble and Runner Cutter may be shipped with plants when sent by express or freight

Reserve copy of your order on this sheet

Do not tear out this leaf, but retain it for future reference.
We enclose a separate order sheet which should be used in
sending in your order. And be sure to send it early.

Name _____

Very Plain

Post Office _____

Rural Route No. _____

County _____

State _____

Name of town for
Freight or Express _____

Ship by

(Say whether to be sent by freight, express or mail.)

No. of Plants	VARIETY	\$	Cts.	No. of Plants	VARIETY	\$	Cts.
EXTRA EARLY							
-----	Excelsior (B)	-----	-----	-----	Challenge (B)	-----	-----
-----	August Luther (B)	-----	-----	-----	Arizona Ever-Bearing (B)	-----	-----
-----	Climax (B)	-----	-----	-----	Hummer (B)	-----	-----
-----	Michel's Early (B)	-----	-----	-----	LATE		
-----	Texas (B)	-----	-----	-----	Aroma (B)	-----	-----
EARLY							
-----	Bederwood (B)	-----	-----	-----	Pride of Michigan (B)	-----	-----
-----	Clyde (B)	-----	-----	-----	Brandywine (B)	-----	-----
-----	Lovett (B)	-----	-----	-----	Bismarck (B)	-----	-----
-----	Tennessee Prolific (B)	-----	-----	-----	Gandy (B)	-----	-----
-----	Wolverton (B)	-----	-----	-----	Dornan (B)	-----	-----
-----	Crescent (P)	-----	-----	-----	Marshall (B)	-----	-----
-----	Warfield (P)	-----	-----	-----	Parker Earle (B)	-----	-----
MEDIUM							
-----	Lady Thompson (B)	-----	-----	-----	Rough Rider (B)	-----	-----
-----	Ridgeway (B)	-----	-----	-----	Bubach (P)	-----	-----
-----	Glen Mary (B)	-----	-----	-----	Sample (P)	-----	-----
-----	Wm. Belt (B)	-----	-----	-----	New Home (B)	-----	-----
-----	Splendid (B)	-----	-----	-----	Oregon Iron Clad (B)	-----	-----
-----	Parsons' Beauty (B)	-----	-----	-----	Midnight (B)	-----	-----
-----	Klondike (B)	-----	-----	-----	Mark Hanna (P)	-----	-----
-----	Miller (B)	-----	-----	-----	Stevens' LateChampion(B)	-----	-----
-----	Nick Ohmer (B)	-----	-----	-----	Twelve-Tooth Cultivator	-----	-----
-----	New York (B)	-----	-----	-----	Rolling Runner Cutter	-----	-----
-----	Thompson's No. 2 (B)	-----	-----	-----	Dibbles	-----	-----
-----	Beidler (P)	-----	-----	-----	Amount in first column		
-----	Senator Dunlap (B)	-----	-----	-----	Total Amount of Order		
-----	Haverland (P)	-----	-----	-----	Remittance with Order		
-----	Enormous (P)	-----	-----	-----	Balance Due		
-----	Downing's Bride (P)	-----	-----	-----	-----	-----	-----
-----	President (P)	-----	-----	-----	-----	-----	-----
-----	Clark's Seedling (B)	-----	-----	-----	-----	-----	-----
Total first column				-----	-----	-----	-----

Our Money Back Offer

To any person filling in the blank below with their name and address, and enclosing One Dollar (\$1.00), and mailing to us, we agree to send

THE STRAWBERRY

every month for one year and to enroll as a member of our

Correspondence School of Strawberry Culture

which has become so popular the world over. And we further agree that if you are not satisfied with them we will return your dollar upon your request. And we mean just what we say.

R. M. KELLOGG COMPANY.

The above is an agreement with you. Tear off and retain for reference.

Fill out and mail to

R. M. KELLOGG COMPANY,
Three Rivers, Mich.

As per your MONEY BACK OFFER, I am enclosing One Dollar, for which you are to send me

THE STRAWBERRY

every month for one year, and to enroll my name upon the list of membership in the Kellogg Correspondence School of Strawberry Culture.

R. F. D. No. _____

Read page 45 in 1907 edition of "Great Crops of Strawberries and How to Grow Them."

Your Privileges as a Member of the Correspondence School of Strawberry Culture:

1. Whenever difficulties arise in your strawberry work simply write us, explaining the nature of the trouble, and you will receive in return such information as shall help you over the difficulty.

2. If you find insects working on your plants, send specimens of them to us in a tightly closed box, and we will tell you what the insect is, how it breeds, the injury it does, and the remedy or preventive.

3. If you find anything affecting your plants in the way of leaf-spot or anything foreign to the nature of the plant, enclose some specimen leaves in your letter to us, explain as nearly as possible the condition of your plants and we will outline a simple course of treatment to prevent the spread of the trouble.

In short, membership in this school gives you the right to ask and to expect an answer concerning any question that relates to the production and marketing of strawberries. When writing state whether you wish a personal reply or to have the answer made through *The Strawberry*. We desire to give all readers the benefit of all questions asked, as others are interested in your problems.

GRROWING strawberries has always been my hobby, so I am now pretty well known in this vicinity as "Sam Warren, the strawberry crank." Naturally, when I knew of your sending out a publication called *The Strawberry* I subscribed for it at once, and I can truthfully say I have received from its pages many times its cost, although I have had fifty-three years' experience in this branch of horticulture. It seems to me that to those who are just beginning in the business, on a small or large scale, it must be a gold mine."

S. H. WARREN, Weston, Mass.

READ CAREFULLY both of the inside cover pages of this book before making out your order, and see that you conform to our rules, and thus avoid making mistakes. We are exceedingly desirous that all our patrons shall visit our farms, because everyone who visits us becomes thoroughly satisfied that we do everything we claim to do.

TRANSPORTATION OF PLANTS---We ship by three methods—express, mail and freight. In any and all of them we have ample facilities for quick handling. But we earnestly advise our patrons to have their plants go by express or mail, for even though the cost appear to be greater than by freight, in the total results it will be found the less expensive way, because expressed plants will be rushed through to you and will be set out and growing before those shipped by freight could reach you. We have shipped plants by freight successfully to the Pacific coast, but the risk is great, and we urge that all large orders go by express. Small packages may go by mail. Express charges are 20 per cent less than for general merchandise to any part of the country. All small orders are generally cheaper by express than freight, as only pound rates are charged, while railroads charge for one hundred pounds without regard to weight when sent by freight. When plants are to be sent by mail, add to your remittance at the rate of 25 cents per hundred to the list-price given; and when plants are to go to Canada at the rate of 50 cents per hundred. The plants are packed in moss and go with entire safety to any part of the United States and Canada, arriving in perfect condition. We send plants by mail only at prices given for twenty-five, fifty and one hundred plants, and not at thousand rates. Do not send money to pay freight or express charges. You pay these when you get the plants.

WHAT WE GUARANTEE---We send plants to the most distant states with entire success to anybody and everybody who orders them. We are exceedingly anxious that they shall meet your highest expectations, and to this end do all in our power to contribute to success. We guarantee our plants to be in first-class condition when they leave our farms. But after they are delivered to express companies or railroads, they belong to the purchasers and we have no control over them. We do not know what treatment they are to receive, hence you can readily see why we cannot, and do not, guarantee any results whatever. Our responsibility ceases when the plants are delivered to the express or railway companies or at the post-office. Our plants are propagated in special beds and carefully labeled when taken up. This would seem to preclude the possibility of mistakes, and we guarantee plants to be true to label, with the express understanding that if a mistake occurs we are not to be held for any damages beyond the amount received for the plants.

ORDERS EARLY---All orders are filed in the rotation in which they are received. The earlier they come in the more certain will be the patron of securing the plants of his choice. Orders for early shipment are best, too, for the reason that the plants when dormant are in better form to transport and transplant. No order will be filled for less than \$1, as the cost of handling is too great when the amount is less.

SUBSTITUTION---It is our purpose to supply each customer with the varieties of plants he orders, and every reasonable effort is made to that end, but it occurs sometimes that the particular variety one desires is completely sold out before the order is received. If no substitution is per-

mitted, we are obliged to disappoint the customer and return the money. There are several varieties of the same season and of equal value, and if we are out of the variety ordered, unless you expressly state "**no substitution**," we shall understand you desire your order filled with other varieties. There is very little danger of failure to get the varieties desired if orders are sent in early, but you should say in your order whether we may substitute should it become necessary to do so.

NO AGENTS ARE EMPLOYED BY US---Scores of complaints come to us every year saying, "The plants I bought of your agents are worthless." Tree peddlers secure copies of this book and represent themselves as our agents, and then deliver common stock, to the loss and disgust of purchasers. You can get the genuine thoroughbred plants only by sending direct to us. Should anyone represent himself as our agent, offering to sell our plants, compel him to show his credentials. This will reveal his true character at once; for he will be unable to show any authority to sell our plants.

MAKE UP A CLUB---You can join with your neighbors in getting up a club and get the benefit of thousand rates on all varieties of which five hundred or more of each kind are ordered. The club order must be shipped to one address. Each bundle of 25 plants being labeled, the division easily is made. Catalogues will be sent to any of your neighbors on request to aid in making up the club.

REMITTANCES---All remittances should be made by Postoffice or Express Money Order or by bank draft or registered letter. We shall not be responsible for any currency or coin sent in a letter. When private checks are sent, add 15 cents to cover cost of collection.

OUR TERMS---Cash must accompany each order or it will not be booked. If not convenient to remit the entire amount at time order is sent in, remit not less than one-third of the entire sum required to cover order, and your order will be filed and plants reserved for you; the balance due to be paid, however, before plants are shipped. We send no plants to anybody, no matter what his financial standing, until the cash is in hand. We send no plants C. O. D. to anybody under any circumstances. Do not ask it.

CLAIMS---All claims should be made within five days after the receipt of plants. They will be promptly investigated and if found to be just and right, will be as promptly adjusted. If you fail to hear from us promptly after sending in an order, so advise us, as we acknowledge all orders as soon as possible after their receipt. And in writing always advise us as to the way money was sent, the size of the order, etc. Be sure to see that your full name and address, clearly written, are attached to all communications.

REFERENCES---Dun's and Bradstreet's commercial reports give us a high credit rating. Our special references are the First National Bank and the First State Savings Bank of Three Rivers, Michigan, or any other business house of this city.

THE STRAIN OF PLANTS WE OFFER is propagated from ideal mother plants. We are confident that they are the only plants propagated in this manner obtainable and that their fruiting vigor cannot be equalled. While we practice the best methods of cultivation known, we have demonstrated that the vigor of our plants is the real basis of our success. You may win as remarkable success with the Kellogg strain of plants as we are doing.

